

MTC Transit Connectivity Study

Technical Memorandum 3B

Customer Research Summary Report



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July 26, 2005

Table of Contents

Executive Summary	i
Study Format and Methodology	ii
Highlights of Findings and Recommendations by User Type	ii
Introduction.....	1
Key Findings and Recommendations	3
Signage/Wayfinding	3
RealTime.....	4
Transit Information	4
Amenities.....	6
Other Recommendations Outside the Project's Scope	6
PART A – Investigating the Frequent Transit User Experience	8
Purpose	8
Method	8
Report Organization	9
Section 1 – Introduction.....	10
Section 2 – Trip Planning	11
Section 3 – Hub Information Services	13
Section 4 – Barriers/Problems	17
Section 5 – Service Connections	18
Closing Questions	19
PART B – Investigating the Infrequent Transit User Experience	21
Purpose	21
Method	21
Report Organization	22
Section 1 – Trip Planning.....	23
Section 2 – Travel.....	24
Section 3 – Transit Connections	26
Section 4 – Transit Hub or Main Transit Station.....	27

PART C- Improving Customer Use	28
Purpose	28
Method	28
Report Organization	29
Section 1 – Transit Information.....	30
Section 2 – Signage	33
Section 3 – RealTime Information	35
Section 4 – Transit Signage – Existing.....	36

Appendices (In a separate document)

PART A – Investigating the Regular Transit User Experience

Focus Group Survey Summaries

- Dublin Pleasanton Station
- San Francisco Embarcadero Station
- El Cerrito del Norte Station
- San Rafael Transit Center
- San Jose Diridon Station

PART B – Investigating the Non-Transit User Experience

Travel Diaries

- Travel Diary Routes
- Travel Diary Booklet
- Travel Diary Transcriptions

PART C – Improving Customer Use of Transit Information

Focus Group Survey Summaries

- San Francisco
- East Bay (Oakland)
- South Bay (San Carlos)

Executive Summary

On behalf of the Metropolitan Transportation Commission (MTC), public opinion researchers and facilitators from Moore Iacofano Goltsman, Inc. (MIG) conducted a three-part study of customer experience with transit connectivity, from September through November 2005. The study was especially interested in identifying transit connectivity features that MTC can influence such as trip planning and hub-specific improvements.

The five prototypical hubs used in this study were the Dublin Pleasanton Station, El Cerrito del Norte Station, San Rafael Transit Center, San Francisco Ferry Terminal and Embarcadero Station and the San Jose Diridon Station.

Study Format and Methodology

In Part A of the study, MIG organized and conducted five focus groups at the five prototypical hubs with regular, multi-modal transit users. The focus groups' objective was to learn from avid transit users the aspects of their trips that could be enhanced to improve transit connections throughout the Bay Area. Part A participants were recruited through intercept surveys conducted by MIG staff at each of the five prototypical hubs.

Part B of the study describes MIG's original research on the travel experience of non-transit users through the five prototype hubs using a travel diary methodology. MIG asked research participants to travel a designated route through one or more of the prototype hubs and complete a travel diary that collects specific written data about distinct phases of their experience: trip planning, actual travel, transit connections and interface with the transit hub. Participants documented their impressions and experiences in the travel diary and discussed their experiences together during a focus group. Because these participants were selected due to their limited knowledge or use of public transit, their travel experience was representative of an irregular or new transit user. To recruit Part B participants, MIG placed an advertisement online at www.craigslist.org.

MIG designed Part C to further test the findings of Parts A and B. MIG conducted three focus groups to collect original data about the customer experience with information and signage. The key objective was to learn the most effective ways to provide information to a transit user while they are in the hub. The focus groups provided insight on how best to use printed materials, 511 phone and web services, RealTime features, signage and other related sources to provide the information transit riders need, when they need it and in a format that is user-friendly. Participants were a mix of frequent, infrequent and non-transit users recruited through a combination of hub intercept surveys and Craigslist advertisements.

Highlights of Findings and Recommendations by User Type

Frequent Users

Frequent users have a shared understanding of protocols for using public transportation and have developed a routine for navigating the hubs. As such, many of the needs to improve transit connectivity focus on physical improvements, related services and

RealTime, unless they were seeking an alternative route due to transit delays or a change in their regular schedule. Frequent users will also benefit from improvements that support a novice or infrequent user; some frequent users noted they often missed a close connection when slowed down by a novice user who did not know how to use a transfer machine or inadvertently did not let them pass on the escalator. Findings and recommendations from frequent users include:

- Implement a universal fare card such as TransLink to minimize the time spent on purchasing rickets or securing transfers.
- Keep all fare gates open; closed gates increase the time it takes for a user to exit and make their connection.
- Keep all transfer machines in operation; even one broken transfer machine can significantly impact a user's ability to make a connection.
- Provide consolidated RealTime information at a central location outside the paid areas; frequent users will choose an alternative route if their regular route is running late.
- RealTime information should be accurate and consistent across sources (i.e. station announcements and electronic displays) and be updated frequently.
- Frequent users find 511 to be helpful, especially when alternative transit was needed, but many were not aware of the full range of services available by web and phone.
- Since the station noise impacts the effectiveness of voice recognition when using 511, the system should be modified so that the option to use a touch tone response is more readily available.
- Since many frequent users rely on their printed schedules, make schedules more readily available and ensure they are updated regularly.
- Many frequent users were not aware of the services available near the station; improved and more prominently displayed local area maps could provide information that would help them utilize their waiting time more efficiently.

Infrequent and Novice Transit Users

Different levels of information and service are needed depending on a user's experience with Bay Area public transit. Many infrequent users expressed they would increase their use of public transit if they were more comfortable and confident navigating local transit. The following findings are specific to the infrequent and novice transit users needs.

- This user group was most likely to benefit from bolder signage and larger maps that were repeated frequently throughout the hubs. Participants noted that increased use of logos and consistent use of color would greatly increase their ability to navigate the hubs and locate transit connections.
- It is highly likely a novice user will ask an agency or uniformed personnel for information; they expect to receive a courteous, informed answer.
- Infrequent and novice users need to be reminded of information and protocols that regular riders no longer need. Some of these include:

Few novice users were aware of the escalator protocol to “stand on the right and pass on the left.” Most riders would comply if these directions were posted.

Some new users were not aware in advance of getting on the bus that exact change was required and that change machines may not always be available.

Infrequent users need more obvious signage to let them know where they should wait, exit the station and make transit connections.

Infrequent users need information about how to secure and use a transfer.

- Install directional signage to help a person determine if they are, for example, on the southwest corner. 511 and 511.org give directions to bus stops based on their north, south, east or west orientation.
- Infrequent users rely on posted schedules and materials in display cases; they should be well maintained and updated frequently.
- Because infrequent users do not usually know the exact fare amount before hand, they rely on change machines being available. Install more change machines that handle a variety of denominations.

Introduction

On behalf of the Metropolitan Transportation Commission (MTC), public opinion researchers and facilitators from Moore Iacofano Goltsman, Inc. (MIG) conducted a three-part study of customer experience with transit connectivity, from September through November 2005. All three parts of the study are discussed in this document. The study was especially interested in identifying transit connectivity features that MTC can influence such as trip planning and hub-specific improvements.

In Part A of the study, MIG organized and conducted five focus groups at the five prototypical hubs with regular, multi-modal transit users. The focus groups' objective was to learn from avid transit users the aspects of their trips that could be enhanced to improve transit connections throughout the Bay Area.

Part B of the study describes MIG's original research on the travel experience of non-transit users through the five prototype hubs using a travel diary methodology. MIG asked research participants to travel a designated route through one or more of the prototype hubs and complete a travel diary that collects specific written data about distinct phases of their experience: trip planning, actual travel, transit connections and interface with the transit hub. Participants documented their impressions and experiences in the travel diary and discussed their experiences together during a focus group. Because these participants were selected due to their limited knowledge or use of public transit, their travel experience was representative of an irregular or new transit user.

The chart below outlines the five prototypical hubs used in this study:

Transit Hub	County	Transit Modes	Operators	Type
Dublin Pleasanton BART	Alameda	BART, Transit Bus	BART, WHEELS, Amtrak buses, County Connection, Modesto Area Express/Max, San Joaquin Regional Transit/SMART	Suburban
El Cerrito Del Norte BART	Contra Costa	BART, Transit Bus	BART, AC Transit, Westcat, GGT, Vallejo	Urban
San Rafael Transit Center	Marin	Transit Bus, Intercity Bus, Marin Airporter	GGT, Greyhound, Marin, Sonoma Airporters	Urban
San Francisco Ferry Terminal & Embarcadero Station	San Francisco	BART, Ferry, Intercity Bus, LRT, Streetcar, Transit Bus	BART, GGT Bus & Ferry, MUNI Bus, LRT & Streetcar, Vallejo, Alameda & Harbor Bay Ferries, Tiburon Ferry, Amtrak, AC Transit Transbay Bus	Downtown
San Jose Diridon Station	Santa Clara	Commuter Rail, Amtrak, LRT, Bus	Caltrain, Capitol Corridor, Amtrak, Altamont Commuter Express (ACE), Valley Transportation Authority (VTA), Santa Clara Transit	Downtown

MIG designed Part C to further test the findings of Parts A and B. MIG conducted three focus groups to collect original data about the customer experience with information and signage. The key objective was to learn the most effective ways to provide information to a transit user while they are in the hub. The focus groups provided insight on how best to use printed materials, 511 phone and web services, RealTime features, signage and other related sources to provide the information transit riders need, when they need it and in a format that is user-friendly. Participants were a mix of frequent, infrequent and non-transit users.

To recruit Part A focus group participants, teams of two MIG staff visited each of the five prototypical transit hubs and conducted intercept surveys. To ensure that prospective participants had diverse commutes, staff conducted surveys at each of the five hubs from at varying times and at different parts of each hub (i.e., train stops, bus stops, ferry landings, etc.). Participants provided their response on the spot or responded by phone, e-mail or fax at a later time. MIG received 30-90 completed intercept surveys from each hub.

The intercept surveys explained the project and asked participants about their commute and demographic information. MIG then made follow-up calls to selected survey respondents to obtain the route, time and frequency of each candidate's commute. Participants were offered \$75 for participating in the focus group and refreshments were provided.

MIG recruited Part B focus group participants electronically by placing an advertisement on Craigslist, www.craigslist.org, a highly robust on-line community in the Bay Area. MIG's goal was to recruit 18 participants to travel prescribed routes that would take them through one or more of the five prototype hubs. The ad offered \$200 for participants to travel through the designated hub(s), complete a travel diary, and participate in the focus group. No partial compensation was offered. MIG received over 600 replies to the ad and contacted those eligible (infrequent transit users) to participate in the study.

The participants for Part C focus groups were selected from a combination of Craigslist respondents and intercept survey respondents to create a group of frequent, occasional and rare transit users. Participants were offered \$60 compensation for their time.

Key Findings and Recommendations

A complete analysis of customer experience research findings to date yields the following recommendations for improvements related to signage and wayfinding; real-time information; transit information at a variety of access points; and amenities at the hub stations. The analysis is based on the experiences of frequent transit users, infrequent transit users, and novice users as reported in the focus groups and travel diaries. These recommendations will benefit all users, but they are separated by user group to distinguish which group (frequent or infrequent users) would benefit most from each change.

Key Findings and Recommendations From Parts A, B and C

Signage / Wayfinding

Frequent Users

- Install signage to inform passengers which train will arrive on which platform before they are on the platform. San Jose participants noted the time delays that occurred while they located their train, which does not arrive on the same track each day. San Jose passengers requested digital signs in the tunnels specifying when and where their train would arrive.
- Keep all fare gates open. Crowded or closed gates at Dublin, San Francisco and El Cerrito stations were considered a barrier and made it difficult for some travelers to make their transit connection.
- Consider a direct passageway to travel between BART and MUNI platforms in San Francisco. Participants described the delay and inconvenience that occurred when they transferred from BART to MUNI light rail; they have to walk up two levels, exit BART, enter MUNI and walk back down one level.

Infrequent and Novice Transit Users

- Install directional orientation signage to help a passenger determine where, for example, the southwest corner of the station is located; 511 describes most bus stops locations based on their north, south, east, or west orientation.
- Post the rule of “stand on the right and pass on the left” so new riders know how to provide access for those needing to move more quickly up or down the escalators. Less experienced travelers were often unfamiliar with the unwritten rule to “stand on the right and pass/walk on the left.”
- Improve signage that directs passengers to elevators and escalators.
- Redesign signage to be more colorful and bolder, possibly utilizing universal symbols in addition to words.
- Install signs directing riders to and inform them about transfer machines.
- Post bus fare at bus stops and the requirement to have exact change.
- Install supplemental directional and transit signage explaining where to wait, exit the station and find connecting transit. Travel Diary participants (infrequent users) noted that consistent repetitive signage was helpful to their experience. Directional and platform signage gave travelers confidence that they were in the right place.

- Design signs to look consistent between stations in terms of font, layout, size, etc., and make the agency logo visible and match the accent coloring to the logo.

RealTime

Frequent Users

- Install RealTime at stations above and below ground. Riders want to know when their transit will arrive before entering the hub or paid areas. The information could allow a passenger to make alternate plans or complete an errand depending on the wait time.
- Provide RealTime displays that consolidate information for the different agencies and modes of transit available at the hub. Participants frequently referenced their preference for displays similar to those at the airport that show all the arrival or departure information.
- Ensure accuracy of RealTime information. Participants were disappointed and confused when it was obvious the RealTime display was incorrect, for example, during delays when station announcements were providing more current information than the displays.
- Utilize already installed digital platform displays to show schedule information where RealTime information is not available.

Infrequent and Novice Transit Users

- Provide more frequent updates. Travelers were reassured when they received information that was updated at regular intervals.

Transit Information

511 and 511.org

Frequent Users

- Address the problem of 511's voice recognition software not working in loud transit stations. Provide the touch-tone response option at the beginning of the message.
- On 511 phone, make the option to use the phone's keypad instead of the caller's voice more obvious to callers and enhance the function to allow callers to type in locations and options from their phone's keypad.

Infrequent and Novice Transit Users

- Program 511.org to be less particular about origin and destination entries.
- Provide opportunities to speak to a live operator. Participants preferred to use agency specific telephone information sources over 511 because they could more easily reach a live operator. Establish hours of operation that correspond to commuters' early morning and late night hours of travel.
- Consider incorporating on-line map features similar to those available on Google Maps or Map Quest. Many participants used these maps as a starting point for

their trip planning and described how when they mapped their destination they also received information about nearby transit resources.

- Publicize the variety of features available on 511 and 511.org. Participants were generally aware of 511 and 511.org but were surprised by the variety of features they could access. For example; some participants were aware that 511 provided information about traffic conditions, but were unaware they could also get information about public transit. Bicyclists spoke highly of the information about bike routes on 511.org.
- 511.org should clearly state that itinerary suggestions are dependent on the inputted departure and/or arrival time and add a function where users can receive three alternative itineraries during a specified time range.

In Station Information Cases

Frequent Users

- Place more paper schedules, posted schedules and maps in all stations and at all bus stops.
- Promptly update schedules in information cases and bus stops to match with actual operation times.
- Improve local area maps and display information in more prominent areas. Many participants were surprised to learn how close they were to nearby services and local landmarks. For example, there is little information at the San Rafael Transit Center to indicate how close riders are to the downtown. Especially during a long transit wait, participants may be able to complete errands or purchase food or drink at nearby businesses. The San Francisco Embarcadero station has a detailed map of the local area, but few participants noticed its location.

Infrequent and Novice Transit Users

- Post more and larger maps and schedules frequently throughout the station. For example, BART users wanted to see the regional BART map and schedule repeated on station platforms and outside the paid areas.
- Clean and maintain Regional Transit Information Center displays and agency Information Cases to enhance existing transit information. Shade alternate rows of schedule information and minimize the distance between the printed materials and the Plexiglas to reduce glare and improve readability. Specifically upgrade displays at El Cerrito and San Rafael.

En Route Trip Planning

Frequent Users

- Supply paper booklet schedules of all connecting agencies at all major transfer stations.
- Improve inter agency transfer coordination (e.g., have a bus departure time be 5 minutes after a specific train arrives)

Infrequent and Novice Transit Users

- Train transportation agency representatives at each hub to answer questions about connections and scheduling questions for all the operators accessed through the hub. Many customers look to station agents to answer transit and destination questions and expect an informed, courteous answer.

Amenities

Frequent Users

- Implement a universal fare card such as TransLink to minimize the time spent on purchasing tickets or securing transfers.
- Maintain and quickly respond to problems with transfer machines, validator machines and fare gates. Even one transfer machine out of order can have a significant impact on a rider's ability to make a connection (especially at El Cerrito and San Rafael).
- Consider adding or expanding retail and food service in stations during commuting times (5am-9pm).
- Install more and safer bicycle parking and higher capacity bicycle racks on buses, especially at El Cerrito, San Rafael and Dublin stations.

Infrequent and Novice Transit Users

- Install more change machines that handle a variety of denominations. Currently there is no change machine at San Rafael and with no available RealTime features, passengers have no way to know if there is time to get change from a store. At other stations, passengers could get quarters for a \$1 bill or receive \$5 bills for a \$20 or \$10 bill, but there was no place to change a \$5 bill to \$1 bills.

Other Recommendations Outside the Project's Scope

Regular, Infrequent and Novice Transit Users

- Address the presence of panhandlers at the entrances and exits of the San Francisco Embarcadero hub. Participants noted they felt unsafe having to pass panhandlers, especially where stairs or escalators narrowed the passage.
- Address problems from demagnetized tickets. When a high value BART ticket was demagnetized, passengers could not exchange it for a ticket of the same value; they were required to add money and purchase another full high value ticket. This was a barrier if the passenger was not traveling when the transit store was open. Recommended solutions would be longer Transit Store hours and allowing the exchange of the demagnetized ticket for the same value.
- Extend service at night and on weekends.
- Equip transit to carry more bicycles. A San Rafael participant, who used his bicycle, was limited by the availability of space on the bus bike rack; if it was full, he had to take the next bus, often a 30-minute wait.
- Improve maintenance of elevators and escalators.

- Clean restrooms more frequently. San Francisco riders requested access to the existing restrooms that are closed for security purposes.
- Install more benches and shelter from the elements. The circular concrete benches in the BART stations were considered insufficient and should be replaced with standard, straight benches that can accommodate more people.
- Educate all operators on proper and safe wheelchair lift operation. When drivers do not know how to use the lift properly, it results in delays for all passengers on the bus.

PART A – Investigating the Frequent Transit User Experience

Purpose

The purpose of the focus group was to:

1. Identify problems or barriers that impact the user experience.
2. Identify existing features or characteristics that are working to support a seamless transfer and positive transit experience.
3. Ascertain customer preference regarding improvements, in areas such as way finding, amenities and scheduling.

Method

To recruit focus group participants, teams of two MIG staff visited each of the five prototypical transit hubs and conducted intercept surveys. To ensure that prospective participants had diverse commutes, staff conducted surveys at each of the five hubs from 6:30 am to 12:00 pm and 2:00 pm and 8:00 pm. Staff made an effort to recruit at different parts of each hub (i.e., train stops, bus stops, ferry landings, etc.). Participants responded on the spot or responded by phone, e-mail or fax at a later time. From each hub, MIG received 30-90 completed intercept surveys.

The intercept surveys explained the project and asked participants about their commute and demographic information. MIG then made follow-up calls to selected survey respondents to obtain the route, time and frequency of each candidate's commute. With this information MIG staff selected a group of 14-18 users for each hub who were diverse in their demographics, use of operators, and commute routes. One participant used a wheelchair. Participants were offered \$75 for participating in the focus group and refreshments were provided.

Each focus group ran from 6:30-9:00 pm on a weekday. MIG facilitators met focus group participants at a designated place in each hub. The focus group started with a 10-20 minute station orientation tour to point out and name station signage and amenities. The purpose of the tour was to create a common vocabulary for station features that would be discussed during the focus groups.

After the tour, the facilitators and the participants walked to a nearby meeting room to start the discussion. The MIG facilitators welcomed participants and explained how the focus group would work. The facilitators led participants through a detailed discussion supported by a five-part questionnaire, which was distributed at the start of each segment. After completing a specific section of the questionnaire, each section was discussed separately.

The following chart details the participants of each focus group.

Focus Group Participants		Dublin/ Pleasanton Station	San Francisco Embarcadero	El Cerrito del Norte	San Rafael Transit Center	San Jose Diridon Station	TOTALS
Attendance	RSVP Yes	11	13	14	15	15	68
	Attended	8	11	13	11	15	58
Gender	Male	3	6	6	5	11	31
	Female	5	5	7	6	4	27
Race / Ethnicity	African American	3	4	4	1	3	15
	Asian	3	1	1	0	2	7
	American Indian	0	0	1	0	1	2
	Latino	0	2	1	1	0	4
	Pacific	1	1	1	2	1	6
	White	1	2	2	6	7	18
	Mixed	0	1	2	1	1	5
Age	18-35	3	4	4	5	4	20
	36-54	5	4	4	3	9	25
	55+	0	3	5	3	2	13
Cities of Residence		Alameda	American Canyon	El Cerrito (2)	Novato	Discovery Bay	
		Castro Valley	Castro Valley	Fairfield	Oakland	Fremont	
		Hayward	Fairfield	Hercules (2)	Pacifica	Morgan Hill	
		Oakland	Novato	Richmond (5)	Petaluma	Redwood City (2)	
		Pleasanton	Oakland (2)	San Pablo	San Francisco	San Francisco (3)	
		Richmond	San Francisco (4)	Vallejo (2)	San Rafael (6)	San Jose (4)	
		San Francisco (2)	Vallejo			San Mateo (2)	

Report Organization

This report is a summary of the findings from the Part A focus group meetings. Its structure follows the format of the group questionnaire. The exact tallies and detailed participant responses can be found in Appendix A. The general findings are presented in the following sections:

- I. Section 1 – Introduction
- II. Section 2 – Trip Planning
- III. Section 3 – Hub Information Services
- IV. Section 4 – Barriers/Problems
- V. Section 5 – Service Connections
- VI. Closing Questions

I. Section 1 – Introduction

Section 1 was designed to collect factual information about participants' transit usage. A total of 58 individuals participated in the five focus groups. Participants were seasoned travelers who used multiple operators on a regular basis. They were very familiar with the range of operators, fares, transfers, alternative routes and the unique features of the different hubs. Participants traveled 1-3 hours each way; many to avoid traffic and save on rising fuel costs. Other participants did not own vehicles and public transit was their only option. While participants were compensated for their time, it was clear to the facilitators based on the care and thoughtfulness of the responses that many participants were motivated to participate in the study by a genuine concern for improved public transit in the Bay Area.

Ninety-three percent (54 out of 58) used their specific study hub four or more days a week. All participants from the Dublin/Pleasanton (Dublin), San Francisco Embarcadero and the San Jose hubs were traveling to and from work. Participants from the Dublin and San Jose groups used the hubs exclusively for work travel whereas participants from the El Cerrito Del Norte, San Francisco and San Rafael hubs selected additional purposes for their travel including: school, business travel, visit family/friends, shopping errands, and leisure/recreation.

General Impressions of the Hub

The MIG facilitator asked participants to describe their general impressions of the hub in two to three words. The following are impressions shared most frequently.

- Dublin – Crowded, clean, convenient
- San Francisco – Crowded, confusing, convenient but not well coordinated
- El Cerrito – Busy, accessible, not always safe
- San Rafael – Busy, loud, dirty, functional
- San Jose – Spacious, efficient, poor signage, outdated

Participants rated their overall experience passing through the hub on a numerical scale from 1-5 with 5 equaling totally satisfactory. All participants from the San Rafael and Dublin stations ranked the hubs a 4 or 5. Most participants from El Cerrito (11 out of 13) were satisfied. Users from the San Francisco and San Jose stations were less satisfied; where almost half of the users rated their station experience below neutral (1 or 2).

II. Section 2 – Trip Planning

Trip Planning Information Sources

The chart below details how users from each hub planned their trip. Many respondents listed more than one method. Response rates of 30% or higher are in bold.

Trip Planning Method	Dublin Pleasanton	SF Embarcadero	El Cerrito Del Norte	San Rafael	San Jose
Schedule Booklets	37.50%	45.45%	46.15%	72.73%	73.33%
Kiosk / Information case	37.50%	18.18%	15.38%	0.00%	20.00%
Real Time	12.50%	9.09%	0.00%	0.00%	0.00%
Station Agent	0.00%	9.09%	15.38%	9.09%	6.67%
Another Rider or Friend	12.50%	18.18%	0.00%	18.18%	6.67%
Agency-Specific Phone	0.00%	9.09%	0.00%	9.09%	0.00%
Agency-Specific Website¹	87.50%	45.45%	38.46%	27.27%	53.33%
511.org	25.00%	27.27%	7.69%	27.27%	13.33%
511 (phone)	0.00%	9.09%	0.00%	9.09%	0.00%
Trial and Error	0.00%	9.09%	0.00%	0.00%	0.00%
Radio	0.00%	0.00%	0.00%	0.00%	6.67%
# of People in Group	8	11	13	11	15

Commuters from San Jose and San Rafael depended heavily on the printed schedule booklets. Most participants from Dublin used an agency-specific website. Trip planning by participants from San Francisco, El Cerrito and San Jose's trip planning was completed primarily through an agency website or with a schedule booklet.

Passengers at El Cerrito rarely asked other riders for help, possibly due to their perception of the station as unsafe. Few participants at San Rafael used the information case near the hub; it was in poor condition and was cracked and patched up with long strips of duct tape that covered up the schedule. The remaining cases were in good condition with up to date schedule information. Cases at the El Cerrito Del Norte Station were in poor condition and contained incomplete information.

¹ When users visited an agency-specific website they were often guided to 511.org (Trip Planner). This count only considers the website originally visited.

Ease of Trip Planning

In commenting on the ease of trip planning, some riders stated that the schedules were difficult to read. The schedules often contained long rows of information that were difficult to follow across the display.

511.org received mixed reviews; some participants “can just put the info into the computer and be give a detailed trip” while others were annoyed that “the trip planner did not recognize some street names or intersections.” Also, some agency websites automatically refer a user to 511.org so it may not be clear which web-based trip planning feature they were using. One respondent “spent too much time on the computer doing [trip planning] research because each site diverts you to another site.” Eventually this respondent called the transit agency.

Participants at the San Rafael Transit Center had a wide variety of traveling schedules and noted that trips involving Golden Gate Transit were extremely difficult “if you did not have a 9-5 job in San Francisco’s Financial District.” Because of the loud noise at the San Rafael Transit Center, participants found it extremely difficult to call transit agencies or successfully use 511’s voice recognition program on their cell phones. Participants would also appreciated having BART and other agency schedule information at the San Rafael Transit Center since several of them took Golden Gate Transit buses to and from other connecting modes.

Participants from all hubs commented that their time spent planning their trip was nullified when a bus or train was off schedule resulting in a missed connection.

Participants suggested the following trip planning improvements:

- Program 511.org to be less particular about origin and destination entries
- Better coordinate interagency transfers (e.g., have a bus departure time be 5 minutes after a specific train arrives)
- Add shading or grid marks to printed schedules in displays; this would help a reader better distinguish the information across rows, which were sometimes lengthy

Regardless of how familiar or routine their travel had become, participants said their trip planning efforts were on-going because of regular agency schedule changes, route detours, and need to seek transit alternatives during delays.

III. Section 3 – Hub Information Services

General Comments

When asked about the general hub information services, most participants from each station reported problems with the signage at stations and bus stops. Signs were described as “disorganized”, and “hard to locate.” The “dismal color setting (black) is easily missed by a quickly moving person.” Most signs were considered too small. Especially in a station as large as San Francisco, participants would appreciate more frequent signage. Respondents requested more and larger schedules and system maps “above and below ground.” Delays attributed to the time spent looking for a schedule often contributed to a missed connection. Also, during peak travel, a regular traveler could be slowed by a confused visitor or infrequent traveler looking for a sign or schedule and end up missing their connection.

Participants noted some simple improvements or corrections that could address these issues. For example, at the Dublin station, the schedule is all the way at one end of the platform; moving it to the middle would make it more accessible. At the El Cerrito Del Norte station, the wrong maps were installed at the AC Transit stops; the maps at the shelters are actually for the El Cerrito Plaza station instead of the El Cerrito Del Norte Station. At San Jose Diridon, “the same trains are often on different tracks each day and there is no sign stating which track to find each train.” A regular user of the San Francisco Embarcadero BART station noted they “had more information about Kaiser Permanente than they did about BART.” More frequent and better placed signage throughout the station would address this concern.

Hub Information Features

Participants rated the helpfulness of different transit information features in their hub². Local area maps received similar ratings from all five hubs. Most respondents commented the maps were not very helpful or they were not noticed. The local area maps, if available, provided limited information about key features. Participants were often surprised to learn how close they were to key landmarks or local services.

Dublin Most passengers at this hub found the schedule information, platform signs, information kiosk, RealTime and transit system maps to be “very helpful”, with only 1-3 participants providing a lower rating. Most participants did not notice the case identified as the regional information case, so it was considered “not helpful.”

² See the appendix for rating counts of each hub’s features.

San Francisco Ratings of the San Francisco Embarcadero station varied widely since participants experienced so many different areas of the station (ferry landing, MUNI buses, underground MUNI trains, BART, Golden Gate Transit, SamTrans, AC Transit, etc.). Most participants commented that schedule information, transit system maps and RealTime information were all “somewhat helpful.” BART RealTime was considered accurate, however the MUNI RealTime diagrams were not trusted. All participants commented favorably about the BART platform signs, with almost half of the group saying they were “somewhat helpful – could be improved.” The information kiosk and RTIC were not considered very helpful since most people “did not see or notice” them. Participants commented overall on the limited signage, given the stations’ size and length.

El Cerrito Del Norte Most participants rated the schedule information, platform signs and RealTime as “somewhat helpful” and “very helpful.” The transit system maps, especially the AC Transit maps need to be replaced with the correct maps. The cases and signage overall at El Cerrito were in poor condition. The cases, with some panels empty, featured cracked Plexiglas cases patched with duct tape. The overall appearance was that of being uncared for, making it difficult for a passenger to trust the content of the information provided.

San Rafael Transit Center Respondents were generally satisfied with schedule information and platform signs at the San Rafael station. However, one case was in poor condition with duct tape over the schedule covering up a crack and part of the schedule. The station does not have an information kiosk or RealTime features. Six of the ten respondents “did not see or notice” the regional transit information case and only one found it “very helpful.” This station has several platforms and no single entry or exit point, which makes it possible that a passenger could go there daily and never visit the main platform where much of the information is displayed.

San Jose Diridon Most respondents, and for some features, all 15 respondents, rated the information features as “did not see or notice,” “not helpful” or “somewhat helpful.” From day to day, riders often did not know on what track they would find their train. Passengers were also frustrated that the RealTime technology and signs that were available offered limited information, providing only the current time, safety warnings and a notification of “testing.” Some participants requested the VTA connecting routes be posted in the regional case because the “VTA light rail and bus stops are so far away from each other.”

Travel Planning on the Go

The MIG facilitator asked participants how they preferred to get travel information while on route. Dublin passengers tended to keep schedules with them, refer to the RealTime platform signs and announcements and/or ask an operator for information. San Francisco and El Cerrito passengers referred to posted signs and RealTime in the station, called 511 on their cell phones, sought out a paper schedule, or asked another rider. At San Rafael, most passengers referred to their personal copy of a schedule or checked maps and schedules at the station. San Jose passengers called an agency or 511 on their cell

phone, asked other riders or an agency representative, listened for announcements or look at the posted schedules or paper schedules.

When asked what features were most helpful, riders from every hub responded that they use the printed booklet schedules and posted schedules. Dublin, San Francisco and El Cerrito riders all found the audible and visual RealTime to be the most helpful feature for planning while in route.

The least helpful feature for Dublin and San Rafael riders was the local area map because “it was very tiny and did not clearly show the local bus lines.” Since the San Francisco Embarcadero station is so large and there is only one regional transit case, riders noted that, “its location is not on my path so I didn’t even know it was there.” Passengers were confused by the signage at Embarcadero, especially the exit signs. San Francisco and El Cerrito riders found the bus timetables ineffective since most buses did not adhere to the timetable. El Cerrito passengers found the regional transit case to be “poorly organized.” San Rafael riders described the platform signs as not helpful because “not all the routes have the destination written down.” San Jose riders requested improved placement and content of the schedules and noted, “the after hours bus schedule info is not there, it is geared towards day shift workers.”

There were some hub information feature improvements that passengers from all stations felt would greatly improve their experience getting information at the hub. These suggestions included:

- RealTime at all stations above and below ground. Riders wanted to know when their transit was coming before they entered the hub or paid areas. The information could allow a passenger to make alternate plans or complete an errand depending on the wait time.
- More and larger maps and schedules. Participants wanted to see maps and schedules repeated throughout the station and they should be larger and easier to read. For example, BART users wanted to see the regional BART map repeated more frequently on station platforms and outside the paid areas.
- A transportation agency representative at each hub who could answer questions about connections and scheduling questions for all the operators accessed through the hub.
- More colorful and bolder signage, possibly utilizing universal symbols in addition to words.
- Orientation signage to help a passenger determine where, for example, the southwest corner of the station was located; most bus stops locations are described based on their north, south, east, or west orientation.
- Schedule information and route maps at every stop.
- New or rehabilitated information cases at El Cerrito and San Rafael. Several of the information cases at El Cerrito needed to be cleaned, repaired and maintained. At San Rafael, the case with regional transit information was in poor condition.

Hub Amenities

Most participants regularly used the amenities available at hubs including: restrooms, telephones, bus shelters and benches. Participants from all hubs noted the amenities could be added or improved to enhance their transit experience, especially since these riders traveled 1-3 hours each way. The following suggestions were made regarding hub amenities:

- Restrooms. Cleaner restrooms would go a long way toward improving the transit experience. San Francisco riders requested access to the existing restrooms that are closed for security purposes. Several participants doubted that the restroom closures greatly enhanced their safety. Passengers requested more benches and shelter from the elements. The circular concrete benches in the BART stations were considered insufficient and should be replaced with standard, straight benches that can accommodate more people.
- Passengers from Dublin, San Francisco and El Cerrito requested cleaner elevators and escalators with better signage directing passengers to them.
- Some El Cerrito, San Rafael and Dublin passengers requested more and safer bicycle parking and higher capacity bicycle racks on buses.
- Participants from all five hubs requested more change machines and machines that handled a variety of denominations. Currently there is no change machine at San Rafael and with no available RealTime features, passengers have no way to know if there is time to get change from a store. At other stations, passengers could get quarters for a \$1 bill or receive \$5 bills for a \$20 or \$10 bill, but there was no place to change a \$5 bill. Participants suggested some additional retail amenities and longer hours for the available food service.
- Address the presence of panhandlers at the entrances and exits of the San Francisco Embarcadero hub. Participants noted they felt unsafe having to pass panhandlers, especially where stairs or escalators narrowed the passage.

IV. Section 4 – Barriers / Problems

During peak hours, all five hubs were considered crowded, but manageable as long as people were moving at the same pace in the right direction. The crowd became a barrier when someone who stopped to figure out where they were going slowed the flow of passengers. For a passenger making a tight connection, this slowdown often meant the difference between whether they made their transit connection or not. Participants from the El Cerrito and San Francisco focus groups described the narrow escalators as a barrier because they slowed down their movement. Less experienced travelers were often unfamiliar with the unwritten rule to “stand on the right and pass/walk on the left.” Posting this rule so people know to move to the side could help provide access for those needing to move more quickly up or down the escalators and stairways. Crowded or closed gates at Dublin, San Francisco and El Cerrito stations were also considered a barrier and made it difficult for some travelers to make their transit connection.

A San Rafael participant, who used his bicycle, was limited by the availability of space on the bus bike rack; if it was full, he has to take the next bus, often a 30-minute wait. A wheelchair user in the San Rafael group described his experience with drivers who did not know how to use the wheelchair lift properly resulting in delays for all passengers on the bus. San Francisco participants described the delay and inconvenience that occurred when they transferred from BART to MUNI light rail; they have to walk up, exit BART, enter MUNI and walk back down. San Jose participants again noted the time delays that occurred while they located their train, which does not arrive on the same track each day. San Jose passengers requested digital signs in the tunnels specifying when and where their train would arrive.

BART to Bus transfer machines at El Cerrito and the 10-ride pass validator machines at San Jose were regularly out of order. Passengers must then go to a different part of the station to locate a machine that works, causing delays, confusion and excess passenger traffic in the station area. Participants also identified some ticketing issues that were barriers to the transit connection. Passengers often lost time locating a ticket machine and finding appropriate change. Participants experienced delays buying tickets in different locations when they changed operators. Demagnetized tickets were also a source of delay and frustration. When a high value BART ticket was demagnetized, passengers could not exchange it for a ticket of the same value; they were required to add money and purchase another full high value ticket. This was a barrier if the passenger was not traveling during transit store operating hours.

All of the focus group participants spoke English, however, several suggested that language was a barrier to locating transit connections at many stations. Participants suggested that schedules and signs could be in additional languages including: Spanish, Mandarin, Cantonese, Hindi, French, Vietnamese, Tagalog and Korean, depending on the demographics of the specific hub’s customer base.

V. Section 5 – Service Connections

The Transit Transfer Experience

MIG facilitators asked participants to rate their overall transit connection experience at their hub. Responses rates of 30% or higher are in bold.

Transit Connection Experience					
(1= Totally Unsatisfactory, 5=Totally Satisfactory)					
Rating	Dublin Pleasanton	San Francisco Embarcadero	El Cerrito Del Norte	San Rafael	San Jose Diridon
1	25.00%	0.00%	0.00%	0.00%	0.00%
2	12.50%	18.18%	0.00%	18.18%	13.33%
3	0.00%	54.55%	33.33%	27.27%	46.67%
4	37.50%	27.27%	41.67%	27.27%	20.00%
5	25.00%	0.00%	25.00%	27.27%	13.33%

Passengers at Dublin had the shortest wait for a transfer, mostly 0-10 minutes. The majority of San Francisco, Dublin and El Cerrito passengers waited up to 25 minutes. Four of the eleven San Rafael passengers waited 10-25 minutes and six of the San Rafael passengers waited 25 minutes to over an hour for their transfer to come. San Rafael passengers must wait outdoors with limited shelter.

MIG facilitators asked the participants if they had information about when their connecting service would arrive. Participants from Dublin had information, but noted that their transit did not arrive on time. San Francisco participants dismissed the transit information since they noted the buses did not follow the schedules. El Cerrito and San Rafael passengers had little information, but would consult their schedules when they arrived at the station. Most people in San Jose knew when their transit would arrive because they were well informed through their phones, computers and paper schedules.

People were generally satisfied with the punctuality of the BART, Caltrain and Ferry systems, however, they would like to see consistency in scheduling and better coordinated transfers to the local bus and light rail systems. San Rafael participants requested more frequent bus service and participants from all the focus groups requested extended service hours at night and on weekends.

Participants in all five groups requested a RealTime display with complete operator information for each station. They also suggested that the display would be most effective if it were placed outside the paid area. Participants in all five focus group requested a universal transit card since they used 2-4 different agencies each day. Participants were excited to hear about TransLink, but were disappointed to learn that the program was not yet available. One San Francisco participant was part of the TransLink pilot program and he spoke highly of the system. Another participant noted that she had to decline an opportunity to participate in the TransLink pilot due to a change in her job location, a decision she found unfortunate due to the convenience of TransLink.

VI. Closing Questions

The MIG facilitator asked, “To what extent do you feel you are a customer of a particular transit agency or have a special relationship with a transit agency?” Participant responses fell into three basic categories, with their response influenced mostly by their customer service experience. A few participants responded affirmatively and positively. One participant noted she considered the operators to be “like family” since she saw them every day. Most participants considered themselves a customer of all the operators they used; but their level of satisfaction varied. About fifteen percent did not consider themselves a customer of any agency and noted they only used the operator because they had no other transit options.

There appeared to be a strong correlation between customer service and operator “loyalty.” Participants with generally positive experiences acknowledged with little prompting a customer relationship with the agency. Users with inconsistent customer service experiences based their relationship more on frequency of use. They acknowledged their daily interaction with a transit provider and noted they had a relationship, but it was at times dysfunctional. Those participants who shared negative views of their transit experience were consistent in their lack of acknowledgement of a relationship with a transit provider.

To close the focus group, the MIG facilitators asked participants to identify their top priority improvement for their transit hub. The most frequently mentioned improvements were:

Dublin Pleasanton:

- More open fare gates
- Punctuality of buses
- Frequency of buses
- More benches

San Francisco Embarcadero:

- Improved signage throughout the Embarcadero hub area
- A schedule that MUNI buses follow
- RealTime outside the station
- TransLink (universal payment card)

El Cerrito Del Norte:

- Cleaner stations, specifically restrooms, stairways and elevators
- More fare gates
- Faster and more frequent maintenance of transfer and ticket machines

San Rafael:

- Information booth with Golden Gate Transit and other connecting agency's information
- Late night and weekend service
- Install a change machine
- Cleaner restrooms
- Design schedules to avoid missing GGT and other agency connections

San Jose Diridon:

- RealTime signs that provide accurate arrival times
- Improved restrooms
- Station representative who could answer questions about all transit agency schedules
- More signage

PART B - Investigating the Infrequent Transit User Experience

Purpose

The purpose of the travel diary and focus group was to:

1. Identify the travel planning tools a new or infrequent user is likely to try.
2. Determine how current transit information, signage and wayfinding features influence their success at making transit connections and reaching their final destination.
3. Identify problems or barriers that impact the user experience.
4. Identify existing features or characteristics that are working to support a seamless transfer and positive transit experience.
5. Ascertain customer preference regarding improvements, in areas such as way finding, amenities and scheduling.

Method

MIG recruited focus group participants electronically by placing an advertisement on Craigslist, www.craigslist.org, a highly robust on-line community in the Bay Area. MIG's goal was to recruit 18 participants to travel prescribed routes that would take them through one or more of the five prototype hubs. The ad offered \$200 for participants to travel through the designated hub(s), complete a travel diary, and participate in the focus group. No partial compensation was offered.

The Craigslist ad did not indicate whether an experienced or infrequent traveler was preferred. Participants were also asked to provide demographic information including age, gender, ethnicity and education level, which allowed MIG to identify a group of potential travelers that was highly representative of the Bay Area's diversity and covered the geographic range of the survey.

MIG received over 600 replies to the ad. Only thirty percent met the initial screening criteria of being an infrequent traveler. There was a limited pool of respondents who could provide feedback on the San Rafael Transit Center. MIG reposted the ad with an emphasis on attracting potential participants from the North Bay and Marin County and found a suitable number of candidates.

MIG selected candidates for the focus group based on their proximity to one of the five hubs and availability to travel at a range of times on weekdays. MIG only selected participants who indicated that they rarely used public transportation if at all and no more than four times a year. After screening approximately 50 respondents, MIG invited 28 people to participate in the study. A twenty-five percent drop-off rate was assumed and MIG over-recruited South Bay travelers since they would have to travel the furthest for the focus group in October. Ten people did not complete their travel or diary; most of them were from the South Bay. At least one participant indicated that after doing some trip planning and seeing the travel options available, the \$200 incentive was not enough to entice her to travel the prescribed route. Eighteen people, the goal for the study, completed their travel diary and attended the focus group. Detailed travel routes are available in the appendix. The focus group was held on October 5th from 7-9 pm in the in Board Room of the San Francisco Embarcadero YMCA. The location was chosen due to its availability and proximity to public transit that reached all five hubs.

Travel routes were designed to compel a traveler to experience certain combinations of transit and operators without revealing specific trip planning details. Prior to making assignments, MIG tested all routes with the participants' home address using various trip planning features to ensure they were realistic. For example, a traveler might have been instructed to take "non-BART" transit to a designated hub and then transfer to an operator of their choosing to get to a final destination. This prevented participants from selecting a more direct route that might have avoided a requested transfer at a designated hub. Travelers were encouraged to use a variety of operators and if possible choose a different route or operator for the return trip. This made some aspects of trip planning a little more complex since some trip planning features could not respond to these requests. Since the travel for some routes did not always follow typical travel patterns, the trip planner, whether phone (voice recognition or live operator) or web based could not process some information requests.

The MIG facilitators welcomed participants and explained how the focus group would work. The facilitators led participants through a detailed discussion about the four aspects of their travel experience. Participants were asked to refer to their trip diaries as needed.

The facilitators asked the participants to introduce themselves and describe the route they traveled. Routes were then mapped on a large regional transit map to show the broad geographic area covered by the participants. Participants were then asked to describe their trip planning experience. After the trip planning questions, the facilitators split the participants into two groups of nine each to allow for more in-depth discussion for the remainder of the focus group. The results of both groups' discussions are combined in the related sections of the report. Some aspects of the trip are covered in multiple sections of the diary to ensure a comprehensive response and to capture participant impressions as they changed depending where they were in their travel experience. For example, a participant might not comment on their fare purchase until they were at the point in the trip where they were rushing to make a transit connection or find a transfer machine.

Report Organization

This report is a summary of the findings from the focus group meeting. Its structure follows the format of the travel diary. A transcription of each travel diary is available in the appendix.

- I. Section 1 – Trip Planning
- II. Section 2 – Travel
- III. Section 3 – Transit Connections
- IV. Section 4 – Transit Hub or Main Transit Station

I. Section 1 – Trip Planning

Participants were asked to describe their trip planning experience including where they went for information and the length of time it took to plan their trip.

Information Sources

Sixteen of the eighteen participants used the web for trip planning information. Six used 511.org, two used agency websites (AC Transit and Caltrain) and the remainder relied on a key word search using a search engine such as Google or Yahoo. One participant located www.eastbayferry.com in the phone book. Participants indicated that some trip planning features could not accommodate their routes because they did not mimic typical commuter routes. At least one participant addressed this by dividing the trip into two components and using the trip planner for each. Some participants responded by using multiple sources such as agency websites and phone information services. One traveler shared that she was able to use the “travel options” feature on 511.org to tailor her trip through a specific hub and use requested operators. Some participants expressed frustration that they needed a precise address to use the trip planners. While the trip planner may contain features that would have allowed them to work around this, participants did not discover them during their use.

Planning Time

While participants were selected based on their availability to travel during morning, mid-day and evening hours, most participants elected to travel during non-peak daytime hours. Many described their travel as an “adventure”, with several using the trip as an opportunity to visit a new area of the region, shop and enjoy a local restaurant. One participant produced a scrapbook of her experience. The choice of traveling at non-peak hours influenced the frequency of transit connections, waiting times and availability of specific connections. For example, a travel route MIG selected because it could be completed in about 60 minutes during peak-hours, was found to take more than 2 hours during non-peak hours. However, since the participants were being compensated and were not under serious time constraints, they were willing to complete the routes and provide their observations.

Participants supplemented their trip planning activities with conversations with friends who were experienced transit users, transit operators and other passengers. Those who contacted transit agencies reached a “live operator” and were generally satisfied with their response. A few operators discouraged the participant from traveling the prescribed route since it did not seem expedient to them. One station agent told the participant to “get in his car and drive” if they wanted to get there.

When asked about their trip planning experience, eleven participants described it as easy to very easy, five described it as moderately easy, and two participants described their trip planning as extremely difficult. Fourteen participants spent thirty minutes or less planning their trip. Four participants spent 45 minutes to an hour or more planning their trip.

II. Section 2 – Travel

The facilitators asked participants to discuss their experience while traveling. This included the time spent purchasing a ticket, waiting for transit and their travel experience in general. They were asked to keep track of how long their trip took. Participants were asked if they had the information they needed and if not, to describe the information they would have liked.

Introduction

One participant opened the conversation by saying, “The worst thing about public transit is the public.” With this comment the facilitators requested that participants refrain from sharing “war stories” during the limited time available for the focus group unless the person or experience influenced their ability to make a transit connection or complete their travel. Participants were asked to focus the discussion on the aspects of their trip related to the hubs and related station features.

Most participants elected to travel on weekdays during non-peak hours and on days when the weather was pleasant. When asked if they would have traveled if the weather were poor on their selected date, all the participants in one group (nine participants) responded that if it were raining, they would have postponed their trip or dropped out of the study.

Information Sources

Participants relied on signage and information features in and around transit connections and they consistently validated their choices by asking other passengers or the operator to confirm that they were on the right bus or train or were waiting in the appropriate spot. Participants were disappointed when they asked an operator for help and the operator was unable to answer questions about connections to other transit agencies. They expected agency staff to be better informed and able to answer a broader range of transit questions related to the hub or at the very least, connections to the operator’s route. When signage was confusing, participants asked other travelers for information. However, a few participants missed their connections because it was not clear where they should wait. Participants noted they liked seeing consistent and repetitive signage. It provided a sense of confidence that they were going in the right direction. Several women participants stated that clear and repetitive signage provided them a sense of safety.

Participants, both men and women, consistently noted their willingness to ask operators and other passengers for directions. At least 50% of the participants asked operators and passengers to validate their travel decisions at every step of the way. Most passengers had successful interactions and received useful information. Negative experiences occurred when the traveler received either incorrect information or the operator did not know the answer to their question. One participant commented that the driver of his bus confirmed he was on the correct bus, but failed to inform him that the bus would change routes and destinations mid-trip while he was still on the bus. The participant noticed he was going away from his destination and was able to get off the bus before it had traveled too far.

Participants found the station announcements to be helpful, however in several cases, the announcer was difficult to understand.

Waiting Experience

Since participants were traveling a new route without time constraints, they had few negative comments about wait times and missed connections. They had no experience with what would be a normal wait time for the route. Most described their experience waiting for transit as non-eventful. A few participants noticed the lack of cleanliness of the stations while they were waiting. Participants noticed the RealTime features, such as those on the BART platforms, and found them to be prominent and helpful. One participant used www.nextmuni.com to get information about a transit connection in San Francisco. Participants would have found it helpful to have printed schedules and maps more readily available.

Fare Purchase

Many participants noted the trip planning features gave them some indication of how much their fare would be. There were limited issues purchasing tickets, with some participants noting the lack of change machines.

III. Section 3 – Transit Connections

The facilitators asked participants to describe their experience making transit connections with an emphasis on their ease in making connections, time spent waiting between connections, fare payment methods, and information needs.

Experience Making Connections

Participants had a range of experience making connections and their comments were generally positive. This was influenced primarily by the fact that they were not traveling under rigid time constraints and no experience with normal waiting time. Several had little or no waiting while others spent upwards of an hour waiting for a transit connection. A few travelers received incorrect information from an operator and waited at the wrong location missing their connecting transit. Signage at these locations might have helped to resolve their confusion.

Waiting Time

Several participants experienced very convenient connections, especially close to home. Participants waited about 5-10 minutes and their transit arrived on time. Participants who covered longer distances to meet up with a transit connection that was less frequent, for example, a ferry or train during non-peak hours, experienced the longest waiting times. Some confusion or an unanticipated detour (one participant stopped to take a photograph) resulted in some missed connections. Those with tight connections were obviously the most vulnerable- even a minor delay due to a misread sign or unclear direction from an operator resulted in some missed connections.

Fare Payment

When it came to paying the fare, participants noticed the lack of change machines, especially those taking one and five dollar bills. Some participants needed help understanding how transfers, ticket validation and other methods of payment worked. Since a transfer provided a substantial cost savings, some participants requested that more information be available about how these features worked. It appeared that most agencies assume a rider knows that buses do not give change and/or that tickets and transfers must be secured in advance. While this may be indicated on the outside of the bus or train, the notice was too late for several participants. They ended up overpaying or requesting change from other travelers.

Information Needs

Participants expressed a need for a wide variety of information. One noted that senior seating, while marked, was not enforced. Others found it difficult to locate transfer and ticket machines. Depending on the hub, participants had difficulty determining where to wait or what side of the station or platform to go to. Participants commented on a wide variety of wayfinding needs. No one feature was called out consistently and most participants ended up asking a person for help when wayfinding features did not meet their needs or they risked missing their connection while they tried to figure things out with the information available.

IV. Section 4 – Transit Hub or Main Transit Stations

This section was designed to elicit feedback on the travelers' experience passing through the five prototype hubs. Participants were asked to describe the features in the main transit station they noticed the most and comment on the parts of their trip they like the most and least. Participants were asked if they had enough information to get to their destination and to identify what would make their trip through the hub a better experience.

General Hub Comments

Participants noted the level of cleanliness in the stations, availability of restrooms and elevators and the demeanor of their fellow travelers. Participants commented on the unpleasant smell of diesel exhaust from buses and trains. Several participants shared their confusion entering the hub or navigating a ticket purchase. Supplemental directional and transit signage would have made it easier for the participants to figure out where to wait, exit the station or find connecting transit. Participants noted that consistent repetitive signage was helpful to their experience. Directional and platform signage gave travelers confidence that they were in the right place.

New and inexperienced travelers rely on a signage to help them navigate their entire route so it is important that their information needs are fully covered. Participants want to know where to go in the station, where to wait for transit, and they want the train, bus or boat to be properly identified or numbered so they know that they are getting on the right one. When they get off the train, bus or boat, they want to know how to exit the station and/or find their transit connections.

Participants thought some consistent look to the signage would be helpful, but what was most important was that it was repeated throughout their journey. When confused, they were willing to ask for help. However, they sometimes received poor customer service or did not get the information they needed. Participants expected agency staff to at a minimum be able to answer basic questions about transit connections to the operator's specific route. That combined with limited or unclear signage was a source of frustration and for a few, a source of missed connections as well.

Improvements

When asked to describe what it would take to improve their trip, participants focused primarily on actions that required an operator solution such as improved customer service, increased transit frequency, and improving station cleanliness. The need for improved and additional signage and wayfinding features as described above was noted throughout the focus group, but they were not perceived as solutions to these travelers' primary concerns.

About half the group said that based on their experience, they were willing to consider using public transportation more frequently. As a result of their positive travel diary experience, at least four participants took public transit to the focus group and they were willing to navigate a broader range of transit options. For some, the lack of familiarity with local transportation kept them from using public transit more frequently. However, most believed the time and cost of using public transit far exceeded the convenience of traveling by car. Participants frequently commented on the cost of public transit and several vocalized their assumption that public transit should be inexpensive- even subsidized to make it more desirable. Given rising fuel costs or a

future change in work location, some participants may revisit the rationales that keep them from choosing public transit.

PART C – Improving Customer Use of Transit Information

Purpose

The purpose of the focus group was to find the most effective ways to provide information to a transit user while they are in the hub. Topics addressed included:

1. Printed materials
2. 511 phone and 511.org
3. RealTime features
4. Signage

Method

Due to the extremely positive response the Craigslist advertisement for Part B, MIG staff has access to a diverse pool of potential participants. MIG staff emailed or called interested candidates based on their proximity to one of the five prototypical transit hubs, demographic characteristics and transit usage. The focus group participants were frequent-, infrequent- and non-transit users. Additional participants were selected from the station intercept surveys completed for Part A of the study. For the South Bay focus group MIG posted an additional advertisement on www.craigslist.org recruit a more ethnically diverse group that was representative of the South Bay

Focus Group Participants		San Francisco	East Bay	South Bay	TOTALS
Attendance	RSVP Yes	16	15	15	46
	Attended	15	13	14	42
Gender	Male	9	5	9	23
	Female	6	8	6	20
Race / Ethnicity	African	3	3	4	10
	Asian	3	5	4	12
	Latino	3	2	2	7
	Pacific Islander	0	1	0	1
	White	5	2	3	10
	Mixed	1	0	1	2
Age	18-35	9	7	7	23
	36-54	6	4	6	16
	55+	1	2	1	4
Frequency of Transit Usage	Never / Infrequent	5	5	4	14
	Regular	10	8	10	28
Cities of Residence		Daly City	Alameda	Burlingame	
		San Francisco (14)	San Leandro	Fremont	
			Oakland (10)	Oakland	
			Richmond	Palo Alto	
				Pittsburg	
				San Jose (6)	
				Santa Clara	
				Sunnyvale (2)	

demographics. Below is a chart detailing the demographics of the focus group participants.

Participants received \$60 for participating in the focus group and refreshments were provided.

Each focus group was held from 6:30-8:30 pm on a weekday. The facilitators led participants through a detailed discussion supported by a four-part questionnaire; with each part distributed at the start of each segment. After completing a specific section of the questionnaire, each section was discussed separately. In the last section, Transit Signage – Existing, participants were asked to comment on pairs of photos that showed an existing view of one of the five prototypical hubs and then a suggested signage improvement at that hub.

Report Organization

This report is a summary of the findings from the Part C focus group meetings. Its structure follows the format of the group questionnaire. The exact tallies and detailed participant responses can be found in Appendix C. The general findings are presented in the following sections:

- I. Section 1 – Transit Information
- II. Section 2 – Signage
- III. Section 3 – RealTime
- IV. Section 4 – Transit Signage – Existing

I. Section 1 – Transit Information

General Transit Usage

The first section asked about the participants' general interaction with public transit in the Bay Area and trip planning. Participants were asked about the frequency of their transit usage. As outlined in the chart in the Methods section, one third of the 42 total participants were infrequent transit users and two thirds were regular transit users.

Some participants used transit both on the weekend and weekdays, others used it exclusively during the weekend or exclusively during the week. Twelve of the fifteen riders from the San Francisco group used transit during the weekend, whereas weekend use was less frequent in the East Bay group and the lowest in the South Bay group. This was most likely because of the greater availability of transit during the weekend in San Francisco as compared to the East Bay and the South Bay.

Participants used a wide range of transit operators in the Bay Area, many riding more than one

Purpose	San Francisco	East Bay	South Bay
Travel to / from work	8	8	8
Travel to / from school	1	1	5
Business travel	4	3	3
Visit family or friends	4	2	4
Shopping / errands	8	2	4
Leisure/ recreation	8	3	7
Other	1	0	1

Transit Agency	San Francisco	East Bay	South Bay
AC Transit	X	X	X
BART	X	X	X
CalTrain			X
Company Shuttle			X
County Connection		X	
DASH			X
MUNI	X	X	X
SamTrans	X	X	X
VTA		X	X
Wheels		X	

operator per trip.

Trip Planning

When asked how they would go about planning a transit trip to an unfamiliar location, almost all participants responded that they would use the internet, be it 511.org, Google Maps, or a specific agency's website. San Francisco participants said they would use a combination of methods, the most popular being the internet. Participants from the East Bay would plan their trips using the phone, web and schedule booklets. Only one person from the South Bay group said they would use the phone, with the majority of participants using the internet sites 511.org, an agency website or a web search.

Trip Planning Method	San Francisco	East Bay	South Bay
511 Phone	0	2	0
Agency Specific Phone	2	1	1
Phone Unspecified	2	0	0
511.org / transitinfo.org	5	3	3
Agency Specific Web	4	4	5
Web Unspecified	3	5	5
Schedule Booklettes	0	2	0
Station Maps / Schedules	2	0	0
Friends / Other Riders	1	0	1

Thirty-eight of the 42 total participants expressed that access to 24-hour transit information is “very important” or “important” to them. Most people preferred access via the internet, but many participants were also interested in phone access.

When focus group participants were away from the station or transit hub, they wanted to obtain information (about schedules, which bus/train to take, location to board transit, location to make transfer, RealTime arrival predictions and fares) via web access from their home or work. When identifying which bus or train to take, San Francisco participants wanted to obtain information by calling a live operator or reading a printed map or schedule. South Bay participants were also interested in obtaining information from a printed map or schedule about schedules, which bus or train to take, location to board transit and location to make transfer.

The facilitator asked participants how they prefer to get information when they are at the station or

Transit Information	San Francisco	East Bay	South Bay
TOTAL PARTICIPANTS	15	13	14
Signage and maps posted in station	14	11	12
Information kiosks	13	8	8
Agency display cases	4	2	3
Ask an operator (or person in uniform)	11	6	11
Ask other riders	7	2	3
Web via cell or pda	0	1	2
Phone (cell or pay phone)	0	3	4
Announcements made by station agents	12	10	10
Other: please describe	0	1*	0

transit hub.

*Signs in the bus or BART

Participants from all three groups preferred to get information through signage and maps posted in the station, information kiosks and announcements made by station agents. About half of the San Francisco participants asked other riders for information and more than 70% said they would ask an operator. South Bay residents were also comfortable asking an operator.

When asked how important it was to be able to get information about travel alternatives such as different modes of travel or other transit operators, almost every participant, with the exception of one or two from each group, said that it is “very important.”

When asked about their awareness of 511 and 511.org, most people from the San Francisco and South Bay groups were familiar with both the phone and web formats of 511. Although most participants from the East Bay had heard of the phone number 511, five out of the thirteen total participants were not familiar with 511.org.

Many participants have called 511 for traffic information and one participant from the East Bay had called it for bicycle routes and ride matching. Those who have used 511 to plan trips on transit appreciate the times they get to speak to a live operator.³ Others used it, but were frustrated by the voice recognition program, especially when they were in a noisy transit station. Some East Bay participants suggested creating a feature that would allow a caller to use the keypad to avoid competing with surrounding noise. The option to use the phone’s keypad instead of the caller’s voice currently available, however it could be made more obvious to callers earlier in the process and enhanced to allow callers to type in locations and options from their phone.

Participants described 511.org as “great because it integrates all the different entities in the Bay Area” but participants expressed that the origin and destination database could be improved because “it never likes the starting or destination addresses.” Most participants described website as “excellent, fast and informative.” Participants’ main complaint about 511.org was that it gives completely different itineraries based the user’s desired departure or arrival time. They suggested that 511.org should clearly state that the itinerary suggestions are dependent on the inputted departure and/or arrival time and add a function where users could receive the three alternative itineraries during a specified time range.

³ 511 does not have live operators, however during working hours, 511 will transfer callers to their transit agency of choice to speak to a live operator.

II. Section 2 – Signage

Experience With Current Signage

Participants used such a variety of different stations, that when asked to rate the helpfulness of the signage at the station they use most frequently, there was no consistency in the answers (detailed ratings for each station, and types of signage at each station can be found in Appendix C). Stations used by multiple participants received conflicting ratings from different people.

Most participants considered it important that signs look similar between different transit agencies. Supporters of this idea believed it would be “easier to find and process information that is consistent at different stations and it will save riders time.” Participants who disagreed with this proposition were concerned that they would not be able to distinguish signs that belonged to different agencies or inbound versus outbound signs. Participants’ comments suggest that one solution would be to design signs to look consistent between stations in terms of font, layout, size, etc., but make the agency logo visible and the accent coloring match the logo.

Palo Alto Prototype Information Display Boards

The facilitator showed the group two boards that work as a pair and could be part of a regional transit information case. The first board showed a regional transit diagram of all the major transit routes in the Bay Area, with each agency represented by a different color; a local area map that shows the multiple lines of multiple agencies in the Palo Alto area; and a small detailed map of Downtown San Jose and its major transit route. In the bottom border of the sign is the 511 slogan, “On the phone. 511 On the web. 511.org On your way.” Participants considered the 511 slogan helpful, however it “needs some text to explain what 511 is” and “that 511 is free.”

Participants offered positive reviews of the board. They especially liked that it “gives a global view along with a micro view.” The color-coding of the different agencies was well received, however some thought it there were too many colors and the legend was too small. Some participants commented that the board gives too much information and appears “busy.” Participants suggested adding more landmarks, including freeways, and a distance scale. The sign should also incorporate transfer information.

The second board had the same dimensions and the same green 511 border as the first board but with the rest of the board’s figures and text in black and white. The left panel showed a map of the Palo Alto Caltrain station with the bus boarding locations. The right side displayed VTA and SamTrans information of buses that serve the Palo Alto station in a chart format that included route, hours of operation, intervals of bus arrival, and bus destinations. Participants responded positively to having the two different agency schedules in the same place. Participants thought the station map was helpful, but wanted to see a “you are here” dot on it as a reference point, and markers that explicitly indicate where each bus or train stops.

Regarding the schedules, one participant said, “graphically it is very weak because there are no colors to differentiate the information.” Most participants would rather see actual arrival times instead of intervals because it is too time consuming to figure out when the next bus will arrive. If the intervals did remain on the board, it would be helpful to compliment the information case with a digital RealTime display above that says for example, “SamTrans 397 Northbound in 5 minutes.”

Participants commented the dashed lines breaking up the rows made the schedules busier and more difficult to read; “continuous, horizontal lines on the schedule would be more helpful” in addition to shading alternate lines to improve readability. Finally, participants wanted more color on the second panel, especially something that could differentiate the VTA from the SamTrans schedules, such as the agency logos.

III. Section 3 – RealTime Information

The facilitator asked participants what type of RealTime information they encounter during their trips, including: electronic displays at train stations or bus stops, web site accessed at home/work via pda, call 511 on phone, call transit agencies by phone, updates provided by TV or radio during commute hours or other (intercom announcements). Thirty-six of the 42 total participants encountered electronic displays making it the most common type of RealTime encountered. Fifteen participants listened to updates on TV or radio, twelve people checked a website, six participants called 511 and an additional six called a transit agency directly.

The vast majority of participants expressed that RealTime information was “very helpful” or “helpful” (5 or 4 on a scale of 1-5), with only six respondents rating RealTime a 3 or lower. Participants valued RealTime for reasons that ranged from “knowing whether to run or walk” to “allowing riders to plan an alternate route if their train is running late.”

Participants rated their preference for receiving RealTime information all three focus groups gave similar responses. The majority of participants preferred electronic displays. They also responded positively to station announcements, however “they are only helpful if you can understand the station agent.” The third most preferred method of obtaining RealTime information was through a website. Participants were mixed on their preference for calling an agency or 511. Updates provided by TV and radio during commute hours were helpful, but received the lowest number of responses.

As in the other focus groups from Part A and B, these participants also wanted to see electronic RealTime displays above ground and in the station, and before entering the paid area in addition to keeping the displays on the platform. If RealTime displays at hubs listed multiple agencies together, participants had mixed preferences on whether they wanted the list sorted by agency or by next vehicle arriving like the displays at the airport. Some participants said their preference for sorting would depend on if they display were above ground, outside the station or underground. All participants were in agreement that installing a multi-agency RealTime screen would be a positive station improvement, regardless of how the information is sorted.

IV. Section 4 – Transit Signage – Existing

In this section the facilitator showed participants pairs of photos in PowerPoint of the five prototypical transit stations. The first photos were of existing signage at the stations; the second photos showed suggested improvements to the signage based on comments received during Parts A and B of the study. Participants were asked to give the impression of the before and after photos and then check “not acceptable,” “acceptable” or “preferred.”

A1 San Rafael Transit Center Identification



In response to the first photo participants commented, “what is it?” “Is it a mini mart? A taco stand?” They describe the building as “dated and dingy” looking. Participants described the modifications presented in the after photo as “better, but still could use more information” such as what operators use the station. The majority of participants from all three groups said the change was “acceptable” but it did not fully address their questions about the facility.

A2 Embarcadero Station Entrance Identification

Most participants were familiar with the Downtown San Francisco BART/ MUNI entrances, but they expressed that for a new user this entrance would feel “dark,” “hard to identify” and “inconspicuous.” Participants considered the sign as an improvement, however they would prefer the see “Embarcadero,” the station name, larger and on top and then the BART and MUNI logos side by side underneath the station name. The majority of participants rated this improvement acceptable or



preferred, with a few more choosing preferred.

B1 Dublin/Pleasanton BART Station Exiting Directions



Participants' reactions to the before photo included statements such as, "What's next?" "Which street is where?" "Which way to the busses and taxis?" and "Where do I get picked up?" The new signage was very well received with all 42 participants finding it "acceptable" or "preferred." The new signs were described as a "world of a difference!" because they were "clear," "comprehensive" and "just like the airport." Participants liked the location, content, coloring and icons of the signs.

B3 Diridon Rail Station Directions to Platform

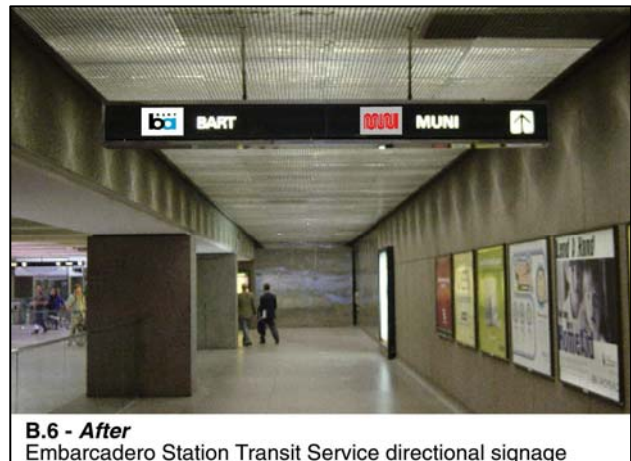
In this before photo of the underground walkway to the Amtrak and Caltrain platforms, the current signs were described as "too small, drab" and "don't give enough information about which way to Track 3 and what is there." Again, all 42 respondents rated this improvement as "acceptable" or



"preferred." They commented that the new display "ties all the information together," and adds new features such as the operator, destination, RealTime and a directional arrow. Some improvements suggested by participants were to add the type of train (e.g., baby bullet, limited stop or regular) to ensure that riders would board the correct train for their destination. Participants also preferred a RealTime feature that showed minutes until departure

with a clock close by or incorporated into the display and adding a scrolling feature or more rows to show the next few trains to arrive.

B6 Embarcadero Station Transit Service Directional Signage

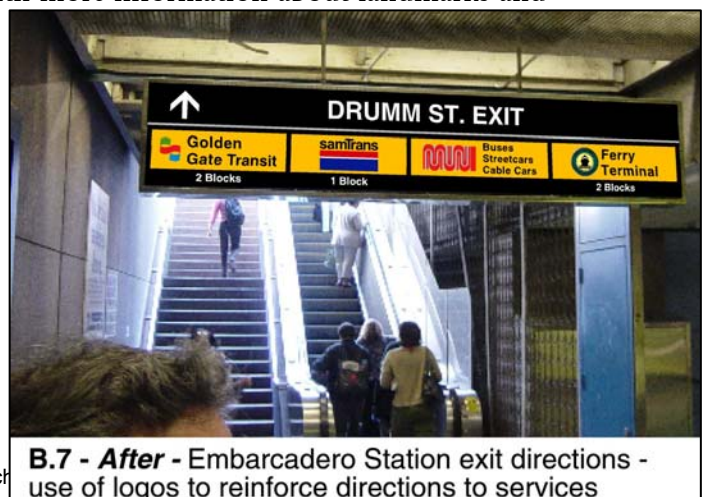
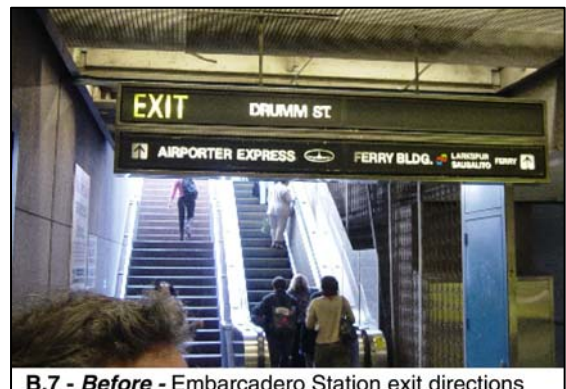


Participants considered change as an improvement; “it is important to have both logos for commuters and lettering for tourists.” Fourteen participants rated this change “not acceptable,” fourteen rated it “acceptable” and only eight rated it “preferred.” No participants from the South Bay Group rated the new sign as “preferred.” The arrow was considered “not very helpful because it is pointing towards a steel wall” and “it is unclear if the arrow also referring to BART’s location.” Participants suggested an airport-style RealTime feature and clock in place of the advertisements on side wall.

B7 Embarcadero Station Exit Directions

Participants described the current sign as providing good information, but that it looks “old” and “dull.” Twenty-three participants rated the improvement as “preferred,” eleven marked “acceptable” and only three marked “not acceptable.” Participants responded positively to the logos and the distance indicators but

would like to know “which direction the ‘2 Blocks’ refers to?” Participants suggested that before reaching the stairs, possibly after exiting BART or MUNI, a station diagram would help riders decipher which exit leads to what connecting transit. Upon reaching street level, participants would like to see a matching sign, possibly with more information about landmarks and destination points. Some participants expressed some negative reactions to the bright yellow color, but admitted it “attracts the users attention” and is in line with signage coloring at airports. Participants suggested it would be helpful to add let riders know what direction they will be facing when they exit out onto Drumm



Street by adding ‘South’ in between the arrow and street name.

C1 San Rafael Bus Transfer Center



C.1 - Before
San Rafael Bus Transfer Center



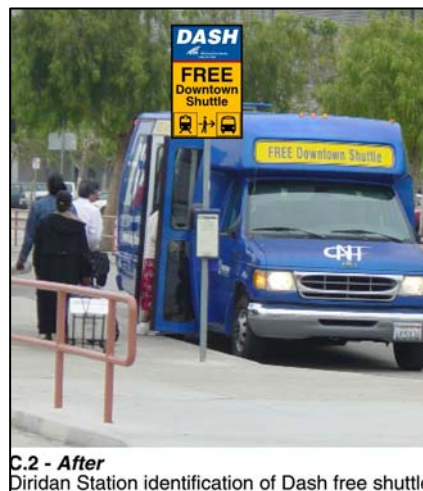
C.1 - After - San Rafael Bus Transfer Center - bus boarding identification Northbound and Southbound Routes 26 & 27 board on different platforms

The suggested improvement confused some participants; about half could not correctly infer that the photo shows Platform B (not A or C). Participants wanted to see ‘Platform B’ painted on the platform’s ground, along with the bus route numbers and destinations at each designated stopping area. Participants responded positively to the look of the sign but wanted it to be relevant to the platform they are standing on. They suggested mounting directional and route signage for other platforms on the concrete columns. Participants expressed that having a RealTime display at each platform would greatly improve the usability of this station. The responses from the focus groups beg a larger question about the platform labels; should each side of each platform have a unique identifier? For example, the left side of Platform B could be “B1” and the right side could be “B2.” This labeling could alleviate some of the station’s signage and navigational challenges.

C2 Diridon Station Identification of DASH Free Shuttle Service Stop



C.2 - Before
Diridon Station identification of Dash free shuttle



C.2 - After
Diridon Station identification of Dash free shuttle

Some of the regular San Jose Diridon users were unaware that the free DASH shuttle existed. One participant said “the sign should be much taller to enable viewing from the front of Diridon station so it is visible even when other buses are in front of it.” Participants did not understand what the icons at the bottom of the sign were supposed to

convey. They also wanted to know frequency, schedule information and stops, although there

appears to be a small schedule display under the sign. Complementary signs should be placed near the station exit so riders know what DASH is before they walk to the stop, away from alternate routes.

D1 Embarcadero Station Bus Boarding Locations



D.1 - Before
Embarcadero Station



D.1 - After
Embarcadero Station Bus Boarding Locations



D.1.2 - After
Close-up identify on map MUNI Bus Stop (Drumm St.) serving Chinatown

Participants described the current sign as uninviting. Most participants “preferred” the improved sign; especially the circles that show the estimated walking times, the bus agency logos and landmark labels. Some participants requested a different color be used for the circles; they thought that red conveyed a sense of emergency. Some participants also wanted more bus route information through a near by schedule display case or a rack with schedule booklets that riders could take with them.

E1 Dublin/Pleasanton BART Station RealTime Train Information at Entry Lobby



E.1 - Before
Dublin/Pleasanton BART Station Real Time train information at entry lobby



E.1 - After
Dublin/Pleasanton BART Station Real Time train information at entry lobby

Regular Dublin/Pleasanton Station users described the current sign as “mounted too high up and is too small to read.” The screen’s background was considered too light, making it difficult to read. They also suggested that the screen competed for attention with the newsstand underneath and should be moved to the entry lobby. Because all trains go to San Francisco and Dublin is the

terminus for the line, signage needs to inform riders that “all trains go to San Francisco” with corresponding transfer information. All except for two East Bay participants preferred the new sign, because it was “streamlined” and “easy if you are in a hurry,” however most participants from the San Francisco and South Bay groups would prefer the original sign if the map were smaller and the text were larger. Many participants suggested, “the screens should be a combination of the two” [before and after] and alternate between a list of the arriving trains and times and then switch to an improved version of the system map that shows transfer points.

MTC REGIONAL TRANSIT CONNECTIVITY STUDY

Customer Research Summary Report

Appendices

PART A – Investigating the Regular Transit User Experience

Focus Group Survey Summaries

- Dublin Pleasanton Station
- San Francisco Embarcadero Station
- El Cerrito del Norte Station
- San Rafael Transit Center
- San Jose Diridon Station
-

PART B – Investigating the Non-Transit User Experience

Travel Diaries

- Travel Diary Routes
- Travel Diary Booklet
- Travel Diary Transcriptions
-

PART C – Improving Customer Use of Transit Information

Focus Group Survey Summaries

- San Francisco
- East Bay (Oakland)
- South Bay (San Carlos)

Appendices Part A – Dublin Pleasanton

MTC Transit Connectivity Focus Group Results

Section 1 Introduction

1) Where do you live and how do you get to the Dublin/Pleasanton transit hub?

- Castro Valley- bus, BART
- I live in Alameda. I take bus to Fruitvale Station. Then, I take BART to Dublin/Pleasanton.
- I live in San Francisco. I ride BART 3 times a week.
- Hayward, California- I use AC transit (97 bus) and BART.
- Pleasanton, Drive, Val Vista (neighborhood)
- I live in Oakland. I take AC Transit bus to the Fruitvale BART station. I ride the train to Dublin BART station.
- San Francisco- by MUNI then BART- Montgomery.
- El Cerrito/Richmond, CA. (Bus or walk).

2) How often do you use this transit hub?

Frequency	Count
Everyday	3
Four-five times a week	4
Two-three times a week	1
Other	0

3) What is the typical purpose of your trip when you travel through this hub?

Purpose of your trip when you travel through this hub	Count
Travel to/from work	8
Travel to/from school	0
Business travel	0
Visit family or friends	0
Shopping/errands	0
Leisure Recreation	0
Other	0

4) What is your general impression of this transit hub? (*What two or three words would you use to describe it?*)

- Clean, organized, spacious
- Cleaner than other station- much bigger than others
- Very fast to many people in the morning and take about 1 hour on a good day
- Cleaner than others
- 1. Crowded 2. Clean 3. Convenient
- Nice, convenient
- It is clean, near major offices, great location

- Clean, nicely lit, nice. It is nice that there is always a BART police on duty all the time!
- 5) On a scale of 1-5, please rate your overall experience passing through this transit hub. *(Please circle a number between 1-5; 1= totally unsatisfactory, 5= totally satisfactory)*

Rating	Count
1	0
2	0
3	0
4	3
5	5

Section 2 Trip Planning

1) What information sources did you use to plan your travel through this hub? Please consider your most typical travel and be specific with your information sources.

- Got pamphlets in kiosk
- Website normally- posted schedules- Phone calls to AC transit and County connection and on website
- The internet BART schedule and BART information hotline.
- The internet
- Internet (BART and MUNI sites)
- Internet- AC transit plan your trip- enter what transportation bus and BART
- 511.org- asked another person who travels; BART transit info pamphlets; BART.org
- Posted schedules and real-time sign, kiosk signs, schedules-handouts/ online info

2) How long ago did you first do this trip planning, or is it on-going, depending on your destination? How long have you been traveling this route?

- 2 months, on-going
- Few days ahead- about a month
- For about 3 years and I have it pack down on my days
- Its on-going- last 3 years
- 2 months ago- 2 months on route
- 5 years ago I made my first trip. I used the BART written schedules and AC written schedule
- About several years since the website was up- about a month because of work
- Started 3 and a half years ago and it is on-going
-

3) On a scale of 1-5, please rate how easy or difficult it was (or is) to get the information you need to plan your trip or figure out your route. (Please circle a number from 1-5; 1= very difficult, 5= very easy)

Rating	Count
1	1
2	1
3	0
4	3
5	3

4) Please tell us why you gave the rating you did.

- The pamphlets are hard to read at first, once you get in the groove it is easy
- The way I was planning my trip from home to stations. I found all materials easy- mostly on the web.
- Because it has been easy for me. I have been doing this route for 3 years.
- Sometimes the trip planner does not recognize street names.

- I want one cohesive site to plan whole trip, using different public transportation (I heard there is a site, but unknown to me).
- Because it takes me a little while to put the schedules together.
- There is always room for improvement.
- It's very simple to get the info for BART and buses. Most of the info can be found at each BART station.

5) Do you have any suggestions for making it easier to plan your trip?

- No (2)
- Bus to be on time. They are way off the schedule pms.
- No it is fine for me?
- Yes- map it through mapquest or have a kiosk with virtual planner.
- I wish I could use street corners (for example corner of 7th and Bryant) instead of exact address.
- Include yards or walking where there is no transit.
- I'm sorry, but I don't have anything to add.

Section 3 *Hub Information Services*

- 1) Please rate how easy is it to find or locate the information services you need in this hub. By information services, we mean schedules, signage, information kiosks, RealTime schedule information, the Regional Transit Information Case, and maps. (Please circle a number from 1-5; 1= very difficult, 5= very easy)

Rating	Count
1	0
2	1
3	1
4	1
5	5

- 2) Please tell us why you provided the rating you did.

- Easy to see in front of stalls
- So for what information I needed for my trip I received them easily
- I have been traveling it for some time and I got the hang of it after a week
- When you are on the platform there is only one schedule all the way at the end
- To be honest, I never use the info services in the hub. I was only directed to today on tour. I never leave home without knowing where I'm going.
- Because it is very easy to locate the information.
- I have to figure things out- the hub does not indicate directions
- Signs listed above are clean and all around each station- up on platform and below station as you are leaving the stations.

- 3) For each transit information feature, please check the box that best describes your experience with the feature.

TRANSIT INFORMATION FEATURE	Not Helpful - needs substantial improvement	Somewhat Helpful -could be improved	Very Helpful - no changes needed	Did Not See or Notice
Schedule Information		1	6	1
Platform Signs			8	
Information Kiosk		1	5	2
RealTime Arrival/Departure Information		2	5	1
Regional Transit Information Case	1	1	3	3
Transit System Maps			7	1
Local Neighborhood/Area Maps		2	2	4
Other:				

4) How do you prefer to get travel information while on route?

- Platform signs
- Ask bus driver
- Internet or my schedule and map pocket size
- Real time arrival/ departure information
- I already have full schedules for my full route (BART/ MUNI)
- An announcement when on the train or platform
- Use bus schedules, 511.org, ask people, BART agent, bus drivers
- I like the system in place. I wouldn't change anything.

5) What information features did you find most helpful? Please tell us why.

- Regional transit case
- Kiosk
- My MUNI schedule and BART kiosk overhead
- Real time arrival/ departure information- tells important info
- N/A I don't use
- The sign on the platform saying the train is arriving
- Schedules and transfers booklet or transit connection
- Real-time signs/ operator's info as the trains go from station to station. Operators will tell you your locations and when you need to change trains.

6) What features did you find least helpful? Please tell us why.

- Local area map
- N/A (2)
- Schedule and BART kiosk
- Local neighborhood maps- very tiny does not show clearly what bus lines
- N/A I don't use
- Local neighborhood area maps because I usually know where and how to get to the area that I'm going.
- It is nice that some stations are above ground, but they are very noisy due to the freeway.

7) Do you have any suggestions on how to improve the features you mentioned in question 6?

- No (3)
- No it works fine for me
- Show linkages to BART station
- N/A I don't use (2)
- Walls to reduce noise on above ground platforms

8) These next two questions relate to the hub's amenities. Examples of amenities include: restrooms, telephones, bicycle parking, bus shelters and benches, taxi stations, or elevators.

a) What amenities at this hub do you use? (list all that apply)

- Benches
- Bus shelters (2)
- Restrooms, taxi, elevators, bus shelters
- Restrooms, bus shelters, benches, elevators
- Restrooms
- Bus Shelters, benches, elevators/escalators
- Restrooms, telephones, benches, taxi, elevators

b) Do you have any suggestions for what amenities could be added or improved?

- More benches
- No (3)
- More benches and restrooms
- More parking
- Signs where the stairs are- so it is easier to find them after exiting
- Each station needs to have more than one bathroom per-gender. Also, the bathrooms really need to be cleaned better and more often.

Section 4 *Barriers/Problems*

1) Do you experience any barriers or problems when you pass through this hub? If yes, please describe them.

- No
- No problems- maybe only rush hour
- I hate the fare gate- sometimes they never open and the agents never like to help you.
- Demagnetized tickets and damaged tickets
- Clogging of fare gates (always a wait)- slow people (I know there is no solution)
- One problem is if you need to add fare to your ticket and you need money back the money is in quarters only. Going from Dublin to Oakland there are only 2 gates opened to go that way. Several more opened going the other way coming to Dublin from San Francisco.
- Yes, the bus schedules are far between each trip- half and hour- at peak times. Confusing platform stop. One main exit and have to walk back the same direction I just came from.
- The station needs to use all the fare gates. Some of the gates are off/closed.

2) Do you have any suggestions or solutions for the problems you identified in the question above?

- No (2)
- N/A
- More nicer station agents and helpful
- Ability to get a new ticket with same value
- More fare gates
- 15 minutes between trips
- Have all the gates operating all the time. Sometimes you get people lined up trying to get in and out of the station. This problem can slow you down and make you miss your buses!
-

3) Would it be helpful to you or those you travel with if information were also available in another language? If yes, please tell us what language (besides English) would be helpful.

- No
- Spanish, Chinese, Vietnamese
- Asian, Spanish
- Sure! Spanish and other common languages
- Spanish, Chinese
- Not for myself, but others
- No- they are in America- learn English and understand it. It's a pretty basic language.
- Yes, more languages; Mex, Chine, Mandarin, etc!

Section 5 Service Connections

1) What transit connections do you make while passing through this hub? Please tell us the types of transit and operators you use for your usual trip.

- AC transit, BART, wheels bus, taxi
- County connection, AC transit, BART, or my car
- The bus wheels or taxis (MUNI)
- AC transit and company shuttle
- Exit civic center, walk to Van Ness, board 47 (Caltrain station), exit 7th and Bryant. From: #27 3 to Powell station, Powell station to Pleasanton
- AC transit to BART to wheels- sometimes on my return home I walked to BART from the office rather than take the bus
- Wheels bus 1A, 1B, 12 (when late), 10, MUNI 15 start, or MUNI 15 and 44, or MUNI 15 and 9 express
- Wheels bus line (#20 wheel), Livermore lab and bus, AC transit #43, BART trains (Freemont and Pleasanton BARTs)

2) On a scale of one to five, please rate your transit connection experience traveling through this hub. Please use an average travel day for your response. (*Please* circle a number from 1-5; 1= totally unsatisfactory, 5= totally satisfactory.)

Rating	Count
1	2
2	1
3	0
4	3
5	2

3) How long do you have to wait between transit connections?

- 10 to 15 minutes
- Mornings 5-10 minutes; Afternoons 1 hour plus
- 4-6 minutes
- 10 minutes
- 15-25 minutes (not including walk in A.M.)
- Usually no wait time. If BART is a little late you miss the bus and wait 15 minutes.
- 30 MINUTES!!!
- 30 minutes to 1 hour

4) Do you know what time your connecting service will arrive? If not, how would you want to obtain this information?

- Yes (4)
- Yes I have it timed
- I do know the time but it is never on time
- I have the schedule, but the MUNI is always late (in P.M. #27 at 7th and Bryant).

- Yes, I have my connection info. I feel their needs to be bus schedules posted inside the BART station itself.

5) What aspects of your transit connections work well?

- All
- Take me right at the job- takes me right at BART
- All of it
- BART and company shuttle mostly on time
- BART
- When the buses and BART train are on time the connection is great
- It takes me nearest to my office
- BART ONLY!

6) What aspects of your transit connections could be improved?

- ALL
- Should be on time; schedule
- None, works for me
- AC transit being more consistent
- MUNI scheduling
- Maybe if the wheels buses ran more often during off hours
- Time between trips and clearly mark bus stops on other stops to get back to BART
- Wheels service- sometimes the wheels buses are late or they just don't show up at all

7) Do you have any suggestions for improving the items you mentioned in the question above?

- No (3)
- Run on schedule!
- Yes, more buses
- Better running MUNI schedule. Sometimes I'll see 5 #47 buses pass before I'll catch a #27. Other times when the bus (#27) shows up, there are 1 or 3 in a row.
- More trips during peak times until 9am- and regular trips in-between can be lessened.
- I think that all wheels buses should be at the pick-up locations on time each day! Or, show up a few minutes early!

Closing Questions:

1) To what extent do you feel you are a customer of a particular transit agency or have a special relationship to a transit agency? Or, do you use whatever operator meets your needs? (Name any specific agencies)

- I am a BART rider
- BART rider, AC Transit, County Connections
- Whatever works
- I use whatever fits my needs
- BART/MUNI- no relationship- only relationship of necessity (no other transportation use)
- I feel I am a customer of AC transit, BART, and wheels. I have a transit relationship with all three.
- I am a MUNI or BART customer mainly- I cannot do without it on a daily basis. I can take a cab in lieu of wheels
- AC transit bus #43, BART trains (Freemont to Bayfair to Dublin/Pleasanton), then I take wheels bus (#20 Livermore).

2) Of the improvements discussed or identified in your questionnaire, which ones are most important to you? Please list the improvements and circle your highest priority improvement.

- More benches
- Bus on time- run on time as you say on schedule
- More open fare gates, nicer people to help you, lower BART fare, more trains
- Security needs to be improved, more bathrooms and cleanliness, better and consistent transit connections to BART, alternative route to Dublin/Pleasanton in case of strike or BART not working
- More Parking BART (Pleasanton)- I head if pending changes in 2006- maybe secondary parking and shuttle service to BART. Also, #27 bus line (at 7th and Bryant).
- None
- Schedule and Frequency of Trips. Improvements: Punctuality of trains; punctuality of buses and consistency; announcements of stops clearly with BART
- More police at each station and also police more often on BART trains. Some more officers in the parking areas- in the early AM hours and late PM hours. More police with drug dogs on trains and inside the stations. Cleaning the trains more often.

Appendices Part A – San Francisco Embarcadero

MTC Transit Connectivity Focus Group Results

Section 1 Introduction

1) Where do you live and how do you get to the San Francisco Embarcadero transit hub?

- A) American Canyon (Napa County)- 6 blocks from Vallejo (Solano County); B) Baylink Ferry from Mare Island in Vallejo
- I live in Vallejo. I commute to SF by Ferry (baylink) and I walk about a block to the Embarcadero station.
- Nob Hill, San Francisco- I usually take the 1 bus down Clay to Drumm and walk to the station- sometimes I walk down.
- In San Francisco - Castro/ Noe Valley- via MUNI or BART
- I live in Fairfield and take either the Ferry from Vallejo, or BART from North Concord to San Francisco. I then take MUNI to get to my destination in San Francisco.
- I live near Civic plaza and use every method of travel- MUNI, BART, Feet, etc- I have been here 20 years and know every intersection of BART and MUNI.
- I live in Temescal/ Oakland area. I take AC transit to MacArthur BART station. Sometimes I take AC transit to SF/ Embarcadero transit hub.
- Novato- Ferry
- Live: Castro Valley; How I get to SF/Embarcadero: BART
- 28th and Telegraph, Oakland- AC transit to BART to Embarcadero hub
- Oakland- near Lake Merritt- AC/ BART/ F Line/ Bus

2) How often do you use this transit hub?

Frequency	Count
Everyday	5
Four-five times a week	6
Two-three times a week	0
Other	0

3) What is the typical purpose of your trip when you travel through this hub?

Purpose of your trip when you travel through this hub	Count
Travel to/from work	10
Travel to/from school	4
Business travel	2
Visit family or friends	3
Shopping/errands	3
Leisure Recreation	2
Other	1

(Some people checked more than one response)

4) What is your general impression of this transit hub? (*What two or three words would you use to describe it?*)

- Confusing, busy, staff sometimes uncooperative, tiring
- Busy and crowded
- No real “impression”- I have one or two ideas on how to improve it (for myself anyway). I guess I’d say it’s very useful since the bus, cable, MUNI are all right there.
- Busy, dirty, not as well laid out as it could be- awkward traffic patterns
- I feel like the MUNI/BART, etc. feels like pieces of a whole. It seems like various transit services just tacked on their services at Embarcadero. There is no centralized info booth for BART/MUNI/Samtrans/Amtrak, etc.
- Busy and efficient for BART- MUNI has problems wherever it is located
- Necessary, convenient, time consuming, busy
- Convenient, but not well coordinated
- BART: on-time; F-Line: late
- Clean, affluent, informative
- Busy, organized, clean
-

5) On a scale of 1-5, please rate your overall experience passing through this transit hub. *(Please circle a number between 1-5; 1= totally unsatisfactory, 5= totally satisfactory)*

Rating	Count
1	1 (MUNI)
2	2
3	2
4	4; 1 (BART)
5	2

(One respondent gave separate ratings for BART and MUNI)

Section 2 *Trip Planning*

1) What information sources did you use to plan your travel through this hub? Please consider your most typical travel and be specific with your information sources.

- Computer using website for BART, MUNI, MAPQUEST, travel.org? Across street from job site
- I typically ask friends who frequent a certain line or form of transportation. I also use the website(s) to look for maps and sometimes a “day trip-planner.”
- Recently moved to SF so most information came from my roommate and a friend who works downtown. I use the internet for timing.
- BART schedule BART map and MUNI map-schematics, also trial and error
- BART fares and schedules. Baylink Ferry fares and schedules. Bart and Ferry web pages.
- I use the white phone or a living personnel in their glass station- I also use the electronic message boards
- I typically use the internet, Bart.gov or transit planner (tripplanner.com) or any schedules that I have collected
- GG Transit Bus/Ferry schedule; MUNI bus stop map; STI
- MUNI map, BART map, MUNI and BART timetables
- I called 511
- Online trip planner

2) How long ago did you first do this trip planning, or is it on-going, depending on your destination? How long have you been traveling this route?

- A) I am familiar with this location. B) Traveling this route since BART began (native San Franciscan).
- I first started this route 4 years ago and I’ve tried/considered other methods, but the Ferry/MUNI combo works best for me.
- 4 months- planning changes only if I go to see a friend or shopping: either I’ll take MUNI from Embarcadero or I’ll travel to Powell station.
- BART schedule is on-going since it changes periodically. I’ve been traveling this route 5 years.
- Ongoing for about a year. I take this route to go to school.
- I’m from N.Y.- It’s inbred- It’s in the genes. I figure how long it will take once I get to the station- long distance ½ hour to ¾ hour- short- 15 min- 30 min.
- I have been traveling this route for about 7-8 years, It is an ongoing thing for me (trip planning).
- Ongoing depending on destination and changes in scheduled transports/ fare changes. Traveled for 4 ½ years
- Planned it: March 05; Traveling it since: March 05
- 2 weeks ago/ 2 weeks
- 13 months ago when I got a new job in SF I looked it up online. Whenever I’m coming from or going to a new location I look up the route and schedule on line.

- 3) On a scale of 1-5, please rate how easy or difficult it was (or is) to get the information you need to plan your trip or figure out your route. (Please circle a number from 1-5; 1= very difficult, 5= very easy)

Rating	Count
1	0
2	4
3	2
4	3
5	2

- 4) Please tell us why you gave the rating you did.

- BART schedule could be easier to read- otherwise ok
- The information is there, but you really have to look for them to find what you're looking for
- Spending too much time on computer doing research. Each site diverts you to another site. Eventually I will call the transit agency.
- Sometimes the instructions are confusing or inaccurate due to construction.
- I can never get/find the place to buy my bus pass or high volume BART cards. Station agents are not always helpful.
- I have had both pleasant and horrible experiences.
- Rating is because people lacked info so I had to search out resources.
- Info outlets are plentiful and correct 85-90% of the time.
- BART was very good about getting me what I needed from an information standpoint. MUNI was horrible. They do not adhere to their timetables, and MUNI maps are much harder to read.
- 511 supplies information for all of the transit agency I use
- I can just put the info into the computer and be given a detail trip plan.

- 5) Do you have any suggestions for making it easier to plan your trip?

- Website that offers connections and travel time estimate- sort of like Mapquest. Would be nice if site included BART and MUNI (I didn't know about 511.org until tonight).
- A visitors/information center could help streamline the trip making process and offer travelers all of their transit possibilities.
- Easier website
- More up-to-date info
- Collect all the schedules and sit down to figure it out. Talking to people I've learned the hub to cable car is a less crowded and fast way home for me. More up to date info in the hub (upper level).
- Have patience- realize the system has problems so that when they happen you are not surprised and angry- although the length of dealing can destroy that calm!
- More signage and cross-informational exchange- bus stops having train information and trains having bus info.
- Coordinate different transport systems a little better (ex: MUNI and GGT or GGT and BART).
- Make MUNI adhere to their timetables

- No
- Directions for catching buses say “NE corner” or “SW corner” and I never know where that is. Give another designation or mark bus stops that way.

Section 3 *Hub Information Services*

- 1) Please rate how easy is it to find or locate the information services you need in this hub. By information services, we mean schedules, signage, information kiosks, RealTime schedule information, the Regional Transit Information Case, and maps. (Please circle a number from 1-5; 1= very difficult, 5= very easy)

Rating	Count
1	1
2	3
3	6
4	1
5	0

- 2) Please tell us why you provided the rating you did.

- Hard to locate the info in the hub. There is separate info for MUNI and BART.
- On some stations the information services signs are washed out in a sea of block color (Embarcadero), which makes it easier for information to cross your path.
- Items do not appear distinct- blends in.
- The signs are usually old and easy to overlook, especially if you are in a hurry.
- Everything blends in- it seems like a big mess of information that is difficult to scope through. All signs should be bigger and bold.
- The dismal color setting- black is easily missed by quickly moving person- most are too small- they should be exaggerated- a great deal.
- The reason I gave this rating is because I believe a person has to work hard at figuring out what to do.
- Schedules on bus stops depends on the bus stop- sometimes schedule present, sometimes nothing.
- It would be good to have real time information outside the paid areas- at every entrance, i.e., BART and MUNI. Schedules for stuff above and below ground.
- I find the signage extremely helpful and often view the schedule info- easy to find.
- Sometimes it is hard to notice signs- need to be larger and more colorful.

- 3) For each transit information feature, please check the box that best describes your experience with the feature.

TRANSIT INFORMATION FEATURE	Not Helpful - needs substantial improvement	Somewhat Helpful -could be improved	Very Helpful- no changes needed	Did Not See or Notice
Schedule Information	3	5	2	
Platform Signs		4	6	
Information Kiosk	3	3		4
RealTime Arrival/Departure Information	1	5	3	1
Regional Transit Information Case	2	2	1	5
Transit System Maps		6	3	1
Local Neighborhood/Area Maps	2	4	1	3
Other:		1 (attendants)		

- 4) How do you prefer to get travel information while on route?

- Real time signage and announcements
- Radio, 511 on cell phone
- From the vehicle- maps on board trains- maps easily accessible on corridors
- I usually refer to a schedule. Most times I have my trip planned out. Other times I call a friend (SF transit guru) and ask for help.
- My schedule or the sign schedule on the BART platform- or platform signs.
- By signs- moving or solitary- operators only when necessary!!!
- Internet, signage, ask people
- Every medium is fine- signs, info kiosks, etc...just make it uniform- make it look like it came from the same source
- Real time displays
- 511- I have the # programmed in my cell phone
- real time signs are the best- good to have it announced and then the real time notice
-

- 5) What information features did you find most helpful? Please tell us why.

- Platform signs- BART train arrival signs
- Real time train departures and arrivals. They help me so that I'm not rushed to the station to catch a missed train
- Live voice, signage if it can be distinguished from others
- I liked the real time MUNI marquee...if it was more accurate

- Platform real time signs. My BART paper schedule (when it has the correct schedule printed). I would love to see the same real time signs on the upper level of the station before using my card to get down onto the platform.
- The electric signs above the railway station walk ways- the information has to do with the immediate situation and keeps current
- Internet and signage and attendants
- Maps are well put together
- Real time information systems
- Schedule information; Real time arrival/ departure; platform signs (these help me to stay on schedule)
- Real time signs and announcements- easy to see- announcements get my attention. I like it when a male voice announces one line schedule and a female the other.

6) What features did you find least helpful? Please tell us why.

- Regional neighborhood info- hard to find display
- Information kiosks- no offense, they are like the kiosks in a shopping mall
- Walk and pathways to transit cars
- The MUNI announcements are rather inaccurate at times
- Exit signs- embarcadero is a long hub and I can never figure out which exit I need to take
- Small painted signs in hard to see places
- Signage- inconsistent; kiosks- not obvious
- Schedules for MUNI, trains, buses...they are wrong
- MUNI timetables
- A) Regional Transit Information Case; B) Transit Maps; C) Local Transit Maps (Easier to phone 511- maps generally all confusing to me)
- Regional transit information case- its location is not in my path so I didn't know it was there.

7) Do you have any suggestions on how to improve the features you mentioned in question 6?

- Change color- or put it in a more prominent place
- No, I really don't know
- Line persons to help with ticketing, directions, etc. not in information booths only, but throughout the station
- MUNI needs to better schedule the frequency of their trains. What good is 3 "M" trains if I have to wait 20 minutes for the "N".
- More signs pointing to the exits- bigger, bolder signs
- Enlarge and use color in an informative way- red means- blue means- etc.
- Use more colors, make things more obvious and simple- better publishing
- Have the transit system actually follow the schedule their public (specific to MUNI)
- Real time information or kiosks and station entrances
- No
- Signage pointing out its existence- put larger maps in it

8) These next two questions relate to the hub's amenities. Examples of amenities include: restrooms, telephones, bicycle parking, bus shelters and benches, taxi stations, or elevators.

a) What amenities at this hub do you use? (list all that apply)

- Benches
- N/A
- Restrooms (if I can find them), benches
- None (2)
- You can't use restrooms anymore- ticket buying counters are great- better then machines, but machines are ok
- Bus shelters, benches, taxi stations
- Restrooms
- Bus shelters
- Restroom- would use if they were open, sometimes phones, benches, elevators
- Telephones, bus shelters, benches

b) Do you have any suggestions for what amenities could be added or improved?

- Clean open restrooms
- 1 ticket for both MUNI and BART (or pass)
- Lockable lockers
- Locations
- N/A- perhaps the escalators could be in working order more often
- N/A
- Telephones, more kiosks, signage
- Make cleaner
- All real time info for F Line
- Need to open bathroom, more seating, cleaner elevators- used as toilets
- More benches

Section 4 Barriers/Problems

1) Do you experience any barriers or problems when you pass through this hub? If yes, please describe them.

- No (2)
- Crowd congestion
- Naturally, the only real barriers are the homeless beggars
- One form of payment for ALL systems- one card universal to all transit systems in ALL the bay. Also, out of order escalators
- People asking for change- people not knowing the etiquette
- No, I'm accustomed to living in a large moving society within the city- it is all a part of "line in the big city!" There are multiple situations occurring all the time! Don't pretend there isn't!!!
- Very narrow staircase/ escalator from the street into the hub
- Going through MUNI turnstiles are very crowded and cumbersome, especially when I have a lot of baggage and the MUNI attendant wants to check my pass when they were busy with another patron clogging the line
- Panhandlers
- Running into other passengers getting to the escalator as I come off the stairs- running into passengers as I cross from BART to MUNI.

2) Do you have any suggestions or solutions for the problems you identified in the question above?

- Signs on escalator- walk on left/ stand on right
- More escalators or wider escalators
- No (2)
- Translink- push it out to every hub/outlet
- Keep it clean- neat and courteous
- Widen the staircase/escalator into the hub
- A separate entrance for pass holders or even a way to communicate with the MUNI attendant more clearly
- I don't mind panhandlers, but not in entry ways- injuries could occur. Also, more or wider escalators
- Not that I can think of
- A direct path from BART to MUNI- 1 ticket, no multiple turnstiles

3) Would it be helpful to you or those you travel with if information were also available in another language? If yes, please tell us what language (besides English) would be helpful.

- N/A (3)
- No
- Spanish (spoken) or universal symbols
- Yes, English, Spanish, Cantonese, French, German, or use universal symbols like WC for toilet or pictorial signs
- Yes, Spanish, Chinese, Russian
- To have phones for multiple languages would be great-
- You could point tourists towards the information if you can't assist them because of language barriers
- Yes, Spanish, Mandarin, Chinese
- I don't need it but other would probably appreciate it.

- Section 5 Service Connections

1) What transit connections do you make while passing through this hub? Please tell us the types of transit and operators you use for your usual trip.

- AC transit 62 or 43 to BART (2 days a week from Lake Merritt) (3 days a week AC 15 to BART 19th Street)- F line to pier 39. Evening MUNI 10 or F-line to Embarcadero BART to Lake Merritt BART to AC 62 or 11
- I take 40 or 43 to the 19th street BART in Oakland- travel to the Embarcadero- take 1 California MUNI to destination- return to Embarcadero on 1 Calif, take BART to Coliseum to 98 AC transit to work, take 98 to Coliseum BART to Embarcadero to my house.
- Inbound: BART Castro Valley to Embarcadero, transfer to F line MUNI and ride to Earl- reverse route for return
- GGT ferry to MUNI 7 or 21 or F line or 71
- I get on 57 bus to MacArthur BART to Embarcadero. If I need to get off Civic Center, I get the 71, 9, MUNI bus to get me to Haight St.
- I take 41 or 49 to Market Street- then I take the underground MUNI to Embarcadero where I take the Richmond BART to Richmond- and then I come back after working in Berkeley
- I take the California #1 down Clay up Sacramento to the Embarcadero station to Lafayette BART station. Occasionally I take the California cable car up to Nob Hill.
- I take the N Judah going to Cal Train depot from/to Embarcadero station. Sometimes, on my return trip to Embarcadero, I get off at Folsom station.
- Ferry from Vallejo to Embarcadero. Take either BART to Daly City or MUNI (M line) to SF State University. State has a shuttle to MUNI during the school year. Same route is taken on the return.
- Baylink ferry/BART or MUNI
- I take the K-L-M to Embarcadero- take Richmond or Pittsburgh/Bay Pt. To Easy Bay/Berkeley and return- due to MUNI delays and rising costs- I often skip MUNI and walk to BART (24th street) east bound and sometimes west bound too. Home is BART to K-L-M to #35 or #24 bus at Castro.

2) On a scale of one to five, please rate your transit connection experience traveling through this hub. Please use an average travel day for your response. (*Please* circle a number from 1-5; 1= totally unsatisfactory, 5= totally satisfactory.)

Rating	Count
1	0
2	2
3	6
4	3
5	0

3) How long do you have to wait between transit connections?

- Possibly 20 minutes for F line- unpredictable
- No more than 15 minutes because of my scheduling
- Normally 10-15 minutes; worse case 20-30 minutes
- 5-20 minutes
- Anywhere from 5-15 minutes is my wait
- In the morning not very long- in the afternoon in Oakland about 10-15 minutes
- I usually time it the best I can (bus schedules are terribly hard to find and not accurate)- around 15 minutes tops.
- It is really unpredictable. Sometimes I get really lucky and catch a MUNI train- other times I wait 20 minutes for a train.
- 10-15 minutes
- About 5-20 minutes
- 2-10 minutes
-

4) Do you know what time your connecting service will arrive? If not, how would you want to obtain this information?

- No for F line- it says that it runs every 7 to 15 minutes/ Real time signs- MUNI bus 10- look it up online but it is never accurate
- Yes
- I don't know when the F will get there. Real time displays that are accurate would help
- No- schedule printed at bus kiosk, have MUNI buses actually follow their schedules
- I obtain my connection by listening to announcement or read the signage in the kiosks
- I've been doing it for years, but I use the electric sign above the train tracks or the schedule on the bottom of the stairs
- A clear precise SF bus schedule. I never know when the #1 going up Sac after 6pm will arrive
- No, I don't know. I just wait or I ask my friend at MUNI for an update.
- No. Accurate signage or real time information
- No, I don't know when my connecting service will arrive. I would like this information in a "fare and schedules" booklet
- Not for MUNI. I rely on the BART schedules and real time signage.

5) What aspects of your transit connections work well?

- BART runs on-time or you get accurate updates
- 19th BART to Embarcadero
- MUNI stops right at the exit from the station
- Ferry always/nearly always on time
- Knowing that I don't have to wait long
- Most all
- Frequent bus stops therefore easy to jump on- also, cable car is frequent

- Catching the ferry is paramount, it gets me home, and MUNI gets me to the ferry. MUNI is unreliable.
- Ferry to Embarcadero hub
- Timeliness, efficiency
- BART connections at MacArthur. #35 tends to be on time

6) What aspects of your transit connections could be improved?

- F line too full/ long waits then 2 or 3 cars come together
- AC transit to boat and the reverse trip- AC transit needs to honor their schedule
- MUNI operational tempo
- MUNI- timeliness, frequency, and courtesy/ sensitivity training for buses
- Not very much/ GPS schedule
- ?
- Sometimes the #1 bus won't stop and I don't know why
- More balanced arrival/departure of trains
- Takes too long to get from financial district on MUNI or BART (ONE HOUR OR MORE)
- Directions (as far as where you are within the station)
- 1 Pass or ticket for both BART and MUNI. Also, more accurate real time info for MUNI

7) Do you have any suggestions for improving the items you mentioned in the question above?

- No
- AC transit drivers need to try to keep schedule
- Make MUNI adhere to their timetable
- De-unionize- break them (the union); courtesy training for drivers/operators; too many stops on routes- eliminate some or have more "limited" buses
- Providing delay information G.P.S.
- Just improvement of the signs I've mentioned in previous statements- size, color, etc.
- Good bus schedule!!! Accurate!
- Better trained operators, more up-to-date info on delays/ arrivals/ departures
- MUNI should schedule appropriately, not haphazardly
- Maybe follow the model of the airport, where everything is clearly marked and you know where everything is
- A "credit card" that worked for all major transit systems- BART, MUNI, train, and bus, AC transit

Closing Questions:

1) To what extent do you feel you are a customer of a particular transit agency or have a special relationship to a transit agency? Or, do you use whatever operator meets your needs? (Name any specific agencies)

- I love BART! I think it is well run, clean, on time keeps me informed. I choose it over all other agencies. I like the F-line street cars- I like the historic cars and am proud SF has these. They need to run close together during tourist season.
- AC transit #98 is nice- the Coliseum BART personnel know me and my Grand daughter and are very friendly and helpful- some of the MUNI drivers after getting to know us are sensitive and kind.
- I have a better relationship with BART because they are dependable. MUNI SUCKS. One driver on F Line is good.
- GG Transit Ferry is a great- knowledgeable operator, friendly, on time. MUNI stinks.
- I don't have a connection with any of the transit operations. I don't feel the transit agencies are sensitive to their customers. BART is a maybe. I am not very happy with the MUNI.
- I feel the management culture of MUNI is so inadequate that it has created an us against them mentality- the drivers have no affinity with proper decency with the riding public and the public has no connection with the MUNI management- the training of everyone from driver to management has to be examined- MUNI culture no longer helps society.
- BART! I couldn't get to work without it.
- I feel dedicated to Baylink. They are 99% on time and if there is a problem they are quick to solve it. If I could do without MUNI, I would. But, it is the more convenient way to get to work for me.
- I favor the Baylink ferry: reliable; efficient; clean; safe. No matter what is happening (short of a transit strike) with BART, bus, carpool, the ferry avoids all of those problems. Staff more courteous and clients nicer.
- As a transit commuter, I list the agencies accordingly: 1. BART 2. Baylink Ferry 3. MUNI- train 4. MUNI- bus
- I feel like a BART customer- partly because they seem to care about customer service. I am a customer of MUNI but I'm not often treated with courtesy and respect. From this focus group it sounds like the ferries treat their customers well.

2) Of the improvements discussed or identified in your questionnaire, which ones are most important to you? Please list the improvements and circle your highest priority improvement.

- 1) More real time signs to let you know when the car is coming- could be done for F line/ aboveground. 2) Direction indicators (like SW, NE) on bus stops. 3) Better scheduling of F-line trains. 4) Make sure that the bus routes on the computer are accurate. 5) Make signage in stations larger, more colorful, in more obvious places. 6) Uniform payment to be used on all agencies. (Person starred 1-3 as the most important improvements).
- A) Sensitivity training for AC transit employees. B) More Seating. C) Supervision in maintaining schedules. D) Wider or more escalators. E) Please reopen restrooms. F) Keep elevators clean. (Person circled A and B).

- Real time signage for street level; uniform payment method; easy transfers; and most importantly, make MUNI keep a schedule.
- 1. Uniform payment method- translink. 2. Maps/Schedules plastered all over the place- MUNI. 3. Keep to schedules- MUNI. 4. More courteous treatment from MUNI operators.
- GPS tracking of transit vehicles; signage- improvement and volume (more signs); consolidate tickets so you only have to use one ticket; real time information.
- MUNI should regain a sense of primary needs and services to both sides- BART does not have this problem
- 1. Real time info above ground in the hubs before going through turnstiles. 2. Signage: bigger, bolder, (colored?). 3. Escalators/ stairs: widen them for easy flow of traffic. 4. Scheduling that is accurate for buses/ MUNI.
- I would prefer MUNI to work on its scheduling. Better frequency of cars. Also, better signage to determine which way to go “inbound” it is hard to tell.
- A) New ferry dock- boats leave on time now. B) Bus to BART
- 1. GPS system for MUNI buses. 2. More people to help commuters. 3. A single-ticket system for buses, trains, BART, and ferries.
- 1 pass for both BART and MUNI including trains and buses; better, more accurate real time info, especially on MUNI; signs outside stations showing real time info- I need this at Berkeley and 24th street stations- I’m already underground at Embarcadero.

Appendices Part A – El Cerrito del Norte

MTC Transit Connectivity Focus Group Results

Section 1 Introduction

1) Where do you live and how do you get to the El Cerrito del Norte transit hub?

- Westcat
- Fairfield- I take the rte 90 starting at the Solano mall, marine world, final destination El Cerrito Del Norte
- Live in San Pablo and drive to the hub
- Hercules- Westcat Jx express bus
- Vallejo- I ride the Vallejo transit bus every weekday (5 days a week)
- Richmond- AC transit/ car- mainly AC transit
- Hercules- I take the Jx express directly to BART early morning hours or after 3:30pm or I take JR through the Richmond terminal or JL through Hilltop shop C
- I live in Richmond and I catch the bus to Del Norte
- El Cerrito- I walk a block from the station
- Catch the bus to BART
- Richmond- AC transit bus
- In El Cerrito- walk to EC Del Norte
- Vallejo- El Cerrito translink bus #80 Marin/York

2) How often do you use this transit hub?

Frequency	Count
Everyday	4
Four-five times a week	7
Two-three times a week	1
Other	1

3) What is the typical purpose of your trip when you travel through this hub?

Purpose of your trip when you travel through this hub	Count
Travel to/from work	8
Travel to/from school	2
Business travel	1
Visit family or friends	4
Shopping/errands	2
Leisure Recreation	3
Other	3

Some people checked more than one response.

Examples of what people wrote in the “other” category: doctor, SSI, getting food, P.O. box, job hunting exhibition, meetings in SF (for the city of SF Commissions), doctors appointments, etc.

4) What is your general impression of this transit hub? (*What two or three words would you use to describe it?*)

- Gave at times, but then you might run into a driver having a bad day
- I feel it is very efficient and most of the time punctual
- Well used and busy
- Chaotic, dirty, disorganized, “on its way down”
- Very busy early morning and it applies the same thing in the afternoon
- Not properly laid out, poor planning
- Quite good
- No traffic, quick, cheap
- Busy, somewhat dangerous at night, quite large
- BART takes me to work and its gets me there on time
- Sufficient most of the time, safe sometimes, inexpensive
- Accessible, relatively safe
- Easy, accessible, clean (compared to other BART stations)

5) On a scale of 1-5, please rate your overall experience passing through this transit hub. (*Please circle a number between 1-5; 1= totally unsatisfactory, 5= totally satisfactory*)

Rating	Count
1	0
2	1
3	1
4	8
5	3

Section 2 *Trip Planning*

1) What information sources did you use to plan your travel through this hub? Please consider your most typical travel and be specific with your information sources.

- When I have glasses on I can see most of the time. I get off the bus or catch the BART
- I get schedules from City Hall at mall, chamber of commerce, and I have internet
- www.BART.org? .gov? to determine schedules for regular travel I use the posted schedules
- web/ westcat map
- I only use the hub every weekday when I go to school
- Computer/ schedules printed, my BART or 511.org
- The schedules and pamphlets available everywhere, buses, trains
- The BART and bus schedule that was provided
- Internet, BART site, and RSS feed
- Check my schedule and I base my time that way!
- Information booths, schedules, transit information
- BART schedule, timing trains when they pass by the house
- AC transit plan your trip on line, BART personnel

2) How long ago did you first do this trip planning, or is it on-going, depending on your destination? How long have you been traveling this route?

- 1986 (19 years)
- 4 or more years
- Depends on destination- started taking BART regularly in 1999
- Traveling this route 4 years- first researched it using route planner on web- haven't needed to change it
- Between May 1993 and February 1997 when I first got off at El Cerrito del Norte station via Golden Gate transit- 8 years
- 1976 (29 years)
- Began 15 years ago, and continuous on the same buses. I found a problem connecting with buses- the #9 to Berkeley, #45, etc.
- Its on-going, about 8 months
- 6 months, its on-going
- I have been traveling this route for 3 years
- 2000 on-going- 3 to 4 times a week
- On-going
- 1 month, my travel is always different
- I am familiar with this location.
- Traveling this route since BART began

3) On a scale of 1-5, please rate how easy or difficult it was (or is) to get the information you need to plan your trip or figure out your route. (Please circle a number from 1-5; 1= very difficult, 5= very easy)

Rating	Count
1	0
2	2
3	5
4	1
5	5

4) Please tell us why you gave the rating you did.

- Because some people will tell you and some drivers won't
- I pride myself to be a resourceful person, and network to receive accurate information
- I put in the starting and ending points and the program gives me alternatives. It may be easy because I have easy points.
- Westcat's map was very difficult to decipher. I get dropped off at the Hercules transit center because the route for the 15 bus is unreliable.
- It is tough to catch the BART train, but I miss it after 3 minutes.
- 25 years of practice
- I want better schedules
- There's never any schedules on the buses
- It was moderately easy using the site
- I look on the board to see what is the best time for me to leave
- All days aren't the best- some are good, some are not
- As a regular rider living so close to BART, it isn't hard to plan my travel
- Sometimes the info (rate/transfers) is incorrect or not updates. BART personnel are not always available or know about different travel options.

5) Do you have any suggestions for making it easier to plan your trip?

- Tell driver just to tell you what they know
- The system is fine for me. I always plan to depart early.
- None (3)
- Westcat needs route maps and times attached to the signposts by their shelters at Del Norte.
- It needs improvement
- Computer program remembers starting point
- Please give us a good map that shows what buses we can use every time we arrive to a transit station.
- Keep the buses supply of schedules on hand
- Combined AC transit/bus and BART schedules
- Bus and BART should get together on scheduling where when BART come in the bus shouldn't leave until passengers come down or reverse.
- BART personnel being available or knowing about different travel options

Section 3 Hub Information Services

- 1) Please rate how easy is it to find or locate the information services you need in this hub. By information services, we mean schedules, signage, information kiosks, RealTime schedule information, the Regional Transit Information Case, and maps. (Please circle a number from 1-5; 1= very difficult, 5= very easy)

Rating	Count
1	0
2	0
3	3
4	4
5	6

- 2) Please tell us why you provided the rating you did.

- N/A
- Certain sides are confusing- I am somewhat computer literate, so I do achieve my planning and ability to arrive at a destination
- I'm not looking for anything complicated- its just on the schedule
- It is generally easy to find the information, but the way it is organized is deplorable and messy. There should be several central locations with full information that is easy to read and correct. Also, westcat needs route maps and times by its shelters AND the AC transit maps at its shelters are actually for the El Cerrito PLAZA station.
- It is easy for me to access regarding the schedule for both bus and BART station
- BART persons cannot tell you which way is 14th street
- They are located in very clear places- what they contain is another matter
- Because I can read and see
- Somewhat easy- could be bigger schedules
- It is in plain view
- All information such as fares, time schedules, etc. are usually posted
- There's schedules and info at all points of the station and there are centralized areas with a kiosk and an operator booth
- It's in a prime visual location

- 3) For each transit information feature, please check the box that best describes your experience with the feature.

TRANSIT INFORMATION FEATURE	Not Helpful - needs substantial improvement	Somewhat Helpful -could be improved	Very Helpful- no changes needed	Don't Use/ Not Applicable
Schedule Information	2	5	6	
Platform Signs		6	7	
Information Kiosk	1	5	4	3
RealTime Arrival/Departure Information	2	3	7	1

Regional Transit Information Case	2	2	4	5
Transit System Maps	1	6	4	2
Local Neighborhood/Area Maps	5	2	1	5
Other:				

4) How do you prefer to get travel information while on route?

- N/A (2)
- I obtain from my chamber of commerce, I visit mapquest, and I call the transit center
- Like what- delays? Name of station?
- If I haven't already planned my trip, I will use maps at the bus shelters or ask a bus driver (whom I have often found to be completely unknowledgeable, at least at westcat)
- Only when I ride the bus daily
- Cell phone yahoo map service
- Usually the conductor will call for the next station- ok
- Signs on the bus or train itself
- Online
- Through kiosk info and real time- announcements
- Ask driver or passenger
- Ask driver of bus/ local traveler/ call friend who's online 2 do a "plan my trip"

5) What information features did you find most helpful? Please tell us why.

- When BART or bus tells you where you are going
- Section 1 it substantiates the line of questioning
- Real time- how long until the next train
- At each shelter say for the 72 bus by AC transit I need a map as well as a timetable for that bus
- Platform signs need improvement
- Next bus when working
- The schedules inside the station with arrivals and departures- can more be installed in different places?
- The BART schedule because the timing is accurate
- RSS feed and internet because it comes right to my desk
- Platform
- N/A
- BART schedule (printed), realtime, and web are not always accurate or ask the BART/ AC transit driver or clerk
- BART maps/ realtime/ platform signs- in good accessible places/view

6) What features did you find least helpful? Please tell us why.

- When you are waiting on BART and it doesn't come and morons come on inside and tell you why
- Section 2- it sometimes seems redundant
- In an unfamiliar station I frequently can't tell what platforms are for what destinations- signs blend in with the background
- Firstly, incorrect AC transit maps at their shelter- also, regional transit info board is very poorly organized.
- Departure information need improvement because of 2 to 3 schedules going to SF to Daly City/ SFO Millbrae- is has to be reduced
- Bus schedules, A/C transit
- Eliminate the regional transit information case
- Bus schedules because they're not helpful
- Schedules- because they are often inaccurate
- Information booth
- N/A (2)
- Bus route maps/ time table- hard to read

7) Do you have any suggestions on how to improve the features you mentioned in question 6?

- Just be constant that people know what time you are going to leave or come
- Have random questionnaire surveys, have customers focus groups like we are having tonight
- Large signs- brighter colors
- 1. Get the right maps 2. Print up an easy to read large poster for the transit system- spend the money to do it right (2)
- Adjust schedules for six months of construction
- If you must display, it should be visible from every angle
- Always keep some handy
- Make the schedules more accurate
- Personnel should know more about other transit too
- N/A
- Provide up to date train info and bus info on real time screen
- No

8) These next two questions relate to the hub's amenities. Examples of amenities include: restrooms, telephones, bicycle parking, bus shelters and benches, taxi stations, or elevators.

a) What amenities at this hub do you use? (list all that apply)

- Bathroom
- I sometimes feel the restrooms could get a complete makeover
- Benches

- Bathrooms, pay phones
- I choose the lavatories because people are misusing them when they never dump toilet papers into the toilet. Also, the lavatories sometimes are filthy and need to be cleaned up daily.
- Benches, elevators, restrooms, bus shelters (need protection against wind)
- Bathrooms are always in unfathomable conditions- anybody care or check the way they look?
- None (2)
- Telephone, bus shelters
- Restrooms, benches, telephones, taxis, elevators
- Restrooms, elevators, escalators, taxi
- Bus shelters, bike parking, restrooms

b) Do you have any suggestions for what amenities could be added or improved?

- Keep bathroom clean
- I will remain with the restrooms
- It could all stand a good cleaning
- Bathrooms are COMPLETELY filthy always- payphones are often out of order
- Same as above
- Provide wind breaks/ blowing rain from entering bus shelters
- Please no amenities- just clean the bathrooms, stairs, and entrance
- The restrooms could be improved a lot
- More bathrooms
- Put something outside to let us know the train is coming
- None
- Restrooms- remodeling, bus shelters- need benches
- Clean restrooms, light areas by bike parking

Section 4 Barriers/Problems

1) Do you experience any barriers or problems when you pass through this hub? If yes, please describe them.

- No (3)
- The homeless recipients, and some of the debris left on grounds- especially trash cans
- There is an odd stop sign on the San Pablo Ave. side- some people stop and some don't. I don't know if it's only for buses and not cars. My experience with the people standing on the right and walking on the left has been good.
- Problem: can't use bathroom because they are so filthy; problem: not enough officers enforcing codes (cleanliness, smoking, eating) even though there is a sub-station right at Del Norte
- No, I never have any problems
- BART to bus machine always out of tickets next to elevator, have to cross over second machine
- "Please keep your right going up or down" sign
- Too many people not enough seats- there's never anywhere to sit on the train/ longer trains
- When I get off at night from BART the bus that I catch to go home doesn't stop. So we have to walk. Need to get new change machine ticket to BART machine is always out.
- Especially during evening commutes and school hours everyone is rushing- some are irritable, tired, some are just not polite at all- agents, change a ticket vendors
- Ticket machines (especially on Hill St. side station), change machine

2) Do you have any suggestions or solutions for the problems you identified in the question above?

- No (6)
- I feel maybe installations of monitors and BART police patrol closer to the stations
- Bathrooms are far away from station agent- need to be cleaned several times a day. Officers need to patrol station diligently and regularly
- Move second BART machine to where news paper bin is
- Add another escalator or stairs
- Need to get new machine and to make BART to bus tickets available
- There are a few adjustments needed
- Daily/Weekly Maintenance

3) Would it be helpful to you or those you travel with if information were also available in another language? If yes, please tell us what language (besides English) would be helpful.

- No (3)
- I have no problem with language anymore
- Yes, as many as there are in the Bay area- Spanish, Chinese, Korean- whatever is most used
- No. People should speak English.
- French and Tagalog

- N/A
- Just one language please
- Yes, because not everyone speaks the same language
- Spanish
- Yes, there are other races traveling on a daily basis- I would say it would be a courtesy to those who do not speak the English language or understand
- Not for me, but probably Spanish and Chinese for others

Section 5 Service Connections

1) What transit connections do you make while passing through this hub? Please tell us the types of transit and operators you use for your usual trip.

- Fremont train- Sometimes the platforms can get confusing
- I don't- I drive in, park, and get on BART- On occasions where I take the bus or another BART, its beyond this station
- Connect to westcat usually Jx, sometimes JR or JL buses
- I get off from El Cerrito del Norte station to 12th St- Civic Center BART station as well to Lake Merritt Station
- AC/ Car/ Walk to BART
- Westcat to BART, AC from BART to Berkeley, MUNI from BART to UCSF
- Bus to BART, BART to bus
- None at this station
- AC transit 72 to BART
- Normally I catch a Fremont train to get to Dublin/ Pleasanton after transfer to bus delta transit to Stockton
- None
- Bus, BART, MUNI

(one person did not answer)

2) On a scale of one to five, please rate your transit connection experience traveling through this hub. Please use an average travel day for your response. (*Please* circle a number from 1-5; 1= totally unsatisfactory, 5= totally satisfactory.)

Rating	Count
1	0
2	0
3	4
4	5
5	3

(two people did not answer)

3) How long do you have to wait between transit connections?

- 2-10 minutes
- Not very long- I am fortunate in waiting for transit connections
- N/A (2)
- Usually very little Sat at least 4X a month, longer than 20 minutes- not a good on time record
- Sometimes earlier or late depending on my schedules
- About 40 minutes because of construction on San Pablo

- Very long between BART and MUNI trains (N)
- Maybe about 10-20 minutes
- 20 minutes at Ashby
- 30-45 minutes
- Most the time it's a short wait
- 5-20 minutes
-

4) Do you know what time your connecting service will arrive? If not, how would you want to obtain this information?

- Not all the time
- I have my schedules with me
- N/A (2)
- No- I just catch the next bus that comes. I would like to find it at the shelter or a sign with both maps and buses
- Yes, same as above
- AC bus is scheduled 15 til 15 after hour- never follows printed schedule
- Schedules before getting into the station and on the station sign while walking
- Sometimes
- No
- Yes
- Yes, most of the time I've checked my traveling schedule ahead of time
- No- look at schedule

5) What aspects of your transit connections work well?

- Westcat
- I have good experience
- N/A (4)
- Most of the connections do work well
- Only if I get to the BART station on time
- BART to MUNI in SF
- Westcat to BART
- The bus to BART works the best because BART is always on time
- Going to the BART station
- Transfers, 10-pass bus ride ticket, ticket purchasing machines

6) What aspects of your transit connections could be improved?

- When the Westcat leaves the 76 is also leaving
- Have more monitors
- N/A (4)

- Signage at Westcat shelter- the need for a paper transfer- the inability to use a transfer to BART from Westcat- get the regional transit card ready!
- In the future, a 24-hour service
- AC/BART schedules closer in time of each other
- BART to MUNI trains
- Vice versa
- Ashby BART AC transit transfer machine is wrong
- Announcements and sign outside telling what trains are coming

7) Do you have any suggestions for improving the items you mentioned in the question above?

- No (4)
- I am aware projects take time- I am patient and willing to wait
- I don't use it, but from listening tonight, it seems that some variation of arrival and departure screens would be useful- show the next 5 (or so) times that a particular transit- bus or BART- would arrive. Downtown Berkeley used to have something like this.
- Paper transfers are generally useless/ unavailable inaccessible and inequitable
- Revamp schedules
- Schedules
- Need to extend the bus/ BART/ transit we use at night
- Make some expansions and announcing improvements
- N/A
- Announcements and sign outside telling what trains are coming

Closing Questions:

1) To what extent do you feel you are a customer of a particular transit agency or have a special relationship to a transit agency? Or, do you use whatever operator meets your needs? (Name any specific agencies)

- Yes and No
- County connection, peasant hill BART, and the Fairfield transit center, AMTRAK- I am acquainted with personnel
- BART
- I am a customer of both BART and Westcat. This is primarily because I have no other choice. I would not use Westcat if BART went to Hercules (I can dream) because the drivers are rude, unknowledgeable, and often late and their buses are dirty and there are too few buses to serve the needs of Hercules residents
- YES, Vallejo Transit Bus service- I also use AC transit when I go to Alameda and Berkeley
- AC/BART/MUNI- Del Norte to Civic Center
- N/A (3)
- I do believe that I am a customer of BART- I use BART and bus
- Del Norte BART/ AC transit- use BART more than I use AC transit
- AC transit, del Norte BART, 80 bus lines, Delta bus lines, Amtrak
- No

2) Of the improvements discussed or identified in your questionnaire, which ones are most important to you? Please list the improvements and circle your highest priority improvement.

- Keep Bathrooms Clean
- 1. Cleanliness of Restrooms 2. They have tea you can purchase at the BART safety 3. Attendants are approachable because I am acquainted with them 4. Certain vehicle operations I am acquainted
- Clean the stations- Screens with connection times- clearer signage- I'd go for later hours- and earlier on the weekend
- 1. Cleaner bathrooms 2. Correct signage at bus shelter with timetables and maps 3. Move/improve the transfer kiosk 4. Extra \$10/\$20 change machine on Hill Street exit 4. Cleaner station- stairs, platforms 5. Signs telling/recommending people to walk left/ stand right 6. BART could learn a lot from DC's metro system which was found on BART 7. Do something effective about the pigeon poop 8. Add visual and audio announcements of trains approaching the station- such as the large real time signs that are on the platforms- that are visible and available from OUTSIDE the station 9. Add vendors such as dry cleaners, video store, on the hill street side of the station- people drop off in the morning and pick up at night
- I would say we need more BART police officers to enforce its security, especially for people, who are evaders
- 1. BART to bus machines in central location for stairs and escalator 2. More fare gates in direction of time of day- A.M. in and P.M. out
- Cleanliness throughout BART system- better lights- schedules

- 1. Less traffic by adding more fare gates 2. That you can use 2 tickets to make 1 3. More schedules
- More escalators, night security, change in dollar bills, later hours!!!
- 1. Change machine sign 2. Fare machine 3. Clean restrooms
- Sanitize elevators, restrooms, escalators- change vendors, ticket vendors, safety, security
- Barriers: ticket machine maintenance, safety, communication between BART and bus transits
- Plan your trip (on line AC transit) it would help if the information it gave was correct and the plan your trip option was easy to find online; signs outside BART station telling train info; being able to add BART tickets together (when fares are too low you can only add money to ticket you can't add ticket together- it forces me to just waste money, I'm not getting to access all of my purchase); increase hours of operation

Appendices Part A – San Rafael

MTC Transit Connectivity Focus Group Results

Section 1 Introduction

1) Where do you live and how do you get to the San Rafael Transit Center?

- Wheelchair
- I live in Petaluma and I ride with my sister who works in SR to the transit center
- I live in North Oakland on 54th Street between MLK and Shattuck Ave. I leave about 6:10am. I get to the SRTC by walk, by BART and finally either the 40 or 42 Golden Gate bus
- 1111 Fourth Street (Central San Rafael)- walk or bicycle
- San Francisco- I get a carpool ride to SRTC
- Novato- take either the 57/59 bus or the 70/80 bus
- Tamal Vista- on 4th street- catch the bus #22 to the transit center
- Pacifica- I start by taking San Trans to the Colma BART station, which drops me off at the Civic Center in SF. The I take Golden Gate transit (the 80) to the SR transit center
- I live in San Rafael- I walk to the transit center
- San Rafael (2)

2) How often do you use this transit hub?

Frequency	Count
Everyday	4
Four-five times a week	7
Two-three times a week	0
Other	0

3) What is the typical purpose of your trip when you travel through this hub?

Purpose of your trip when you travel through this hub	Count
Travel to/from work	8
Travel to/from school	3
Business travel	1
Visit family or friends	3
Shopping/errands	3
Leisure Recreation	2
Other (doctors)	2

(Some people checked more than one response)

4) What is your general impression of this transit hub? (*What two or three words would you use to describe it?*)

- Functional
- Not enough security
- Sometimes- it usually depends on who is driving the bus
- Under pressure- doing a passable job but needs improvement!
- Busy, functional, smelly bus exhaust! Waiting, noisy
- To slow or to fast, sloppy
- The service is wonderful- that's to all busses 80, 70, 22, 23. ETS is nice and clean.
- Familiar, convenient, central
- It is nice
- Busy, dirty, chaotic
- Good

5) On a scale of 1-5, please rate your overall experience passing through this transit hub. *(Please circle a number between 1-5; 1= totally unsatisfactory, 5= totally satisfactory)*

Rating	Count
1	0
2	0
3	4
4	5
5	2

Section 2 Trip Planning

1) What information sources did you use to plan your travel through this hub? Please consider your most typical travel and be specific with your information sources.

- Schedule book, 511.org, 455-2000
- 511 by phone
- I was told about this route by a former student of mine. Before that I drove.
- 1. Printed schedules 2. Detailed area maps (including bicyclists' maps 3. Computer services: Bay area traveler's website 4. Anecdotal info
- Brochure of GG transit (bus schedule), internet- 511.org, GG transit.org, asked a bus driver too- very friendly
- If I don't have the bus schedule handy, I go online to goldengatetransit.org and pull up my info.
- The bus schedule guide line- very handy
- Bus schedules
- GGT bus schedule
- Internet, www.ggt.org
- N/A

2) How long ago did you first do this trip planning, or is it on-going, depending on your destination? How long have you been traveling this route?

- On-going, many varying destinations
- 3 months
- Sept 1996- to now
- On-going and constantly changing, for seasons: 1. schedule cutbacks/change 2. new research/employment demand 3. desire for constant improvement
- A month ago (I started with ferries and switched to busses because of the time and money)
- I pretty much have the hang of it with my bus route. I've been going to Oakland for almost two years now.
- Almost 10 months only
- I've only been doing this specific route about two weeks. Start planning the night before? The morning of
- 8 years- on-going
- 3 years now, everyday, on-going
- N/A

- 3) On a scale of 1-5, please rate how easy or difficult it was (or is) to get the information you need to plan your trip or figure out your route. (Please circle a number from 1-5; 1= very difficult, 5= very easy)

Rating	Count
1	0
2	1
3	2
4	4
5	4

- 4) Please tell us why you gave the rating you did.

- 511 voice recognition does not work with the noise of the hub
- I think that the 511 information needs a little improvement on letting us know other options or routes in case we miss our bus
- Because, I had no problems at first I did take the BART to SF and then got from SF
- Extremely difficult a) on weekend or when planning weekend travel b) when using routes that are not 9-5, upper middle class commuter oriented routes
- Well, it was pretty easy, but GG transit brochures are kind of scarce I think...
- Trying to call 511 can be a pain
- It is easy to go from your destination unless you're on time
- San Trans is very different from GGT. They stop running very early, which makes it difficult. Otherwise easy
- The schedules are very detailed
- Internet access is easy- info is easy to obtain
- N/A

- 5) Do you have any suggestions for making it easier to plan your trip?

- Advertise the 455-2000 in the schedule book
- Like I mentioned before, more information should be given to us so we can plan our trip better
- No (3)
- 1. Synchronize all transfer point arrivals and departures 2. Expand late night and weekend service 3. Do through surveys or usage patterns
- Have lots of brochures here at SRTC, information booth! with large comprehensive map!
- It's easy for me since I know my routes, but anyone should be able to get the information easily. Intercoms that connect to 511, so you don't need a cell phone to call
- To get a bus schedule- and follow it
- Better schedules for San Trans, more specific, longer running buses
- You must get rid of your useless 511 number. 511 is absolutely horrible- put a live operator back on!
-

Section 3 Hub Information Services

- 1) Please rate how easy is it to find or locate the information services you need in this hub. By information services, we mean schedules, signage, information kiosks, RealTime schedule information, the Regional Transit Information Case, and maps. (Please circle a number from 1-5; 1= very difficult, 5= very easy)

Rating	Count
1	0
2	1
3	3
4	2
5	5

- 2) Please tell us why you provided the rating you did.

- Schedule books only on busses- no info for other transit services- no maps, lacking knowledgeable staff
- Because I think they don't have enough information at this hub, but their time schedule is good
- Sometimes it is hard to figure the correct directions, when you are going on the schedule
- It's Marin
- Pretty easy- totally functional
- Because they are posted clearly
- It is just on a schedule
- The info provided seems disorganized. Makes it so my eyes can't focus on the schedule I need to see, cause they all seem blended together
- I use the hub a lot and they are marked clearly
- Signs are easy to read
- N/A

- 3) For each transit information feature, please check the box that best describes your experience with the feature.

TRANSIT INFORMATION FEATURE	Not Helpful - needs substantial improvement	Somewhat Helpful -could be improved	Very Helpful- no changes needed	Don't Use/ Not Applicable
Schedule Information	1	5	4	
Platform Signs	1	4	4	1
Information Kiosk	1	1		8
RealTime Arrival/Departure Information	2	3	2	3
Regional Transit Information Case	2	1	1	6

Transit System Maps	1	4	2	3
Local Neighborhood/Area Maps	1	3	1	5
Other:				

(one person did not respond to this question)

4) How do you prefer to get travel information while on route?

- N/A (2)
- Golden Gate Transit Schedule Book
- 1. Observation- make my own maps/guides 2. Light socializing with local residents/ riders
- 3. (if possible) conversation with drivers
- GG Schedule Booklet
- I like to check the bus booklet, but would like a “real time” feature added to the hub
- Bus schedule
- Printed booked bus schedules
- The book
- Do what BART does- have a sign that says “__” train arriving in 3 minutes, with a voice, etc.
-

5) What information features did you find most helpful? Please tell us why.

- N/A (3)
- The real time schedule
- Schedule info- basic framework, personal/anecdotal information gained from my own sources
- Maps and Schedules functional
- I guess the bus schedule booklet is most helpful. It lists all the bus lines, times, and where they're going
- It is the schedule
- Schedule info- that's the only information I usually need
- Schedule info because if I forget my book it was on the wall
- Signs showing where bus is loading- find unloading

6) What features did you find least helpful? Please tell us why.

- Refer to question 2
- Platform signs- not all the routes have the destination written down
- N/A (3)
- Regional transit case
- Didn't see local maps
- The information boards are old, cracked, and hard to see through

- It is with the 511, they do delay or hang up
- Maps (any kind), I don't use them
- 511 phone

7) Do you have any suggestions on how to improve the features you mentioned in question 6?

- More detailed info
- They should put down the destinations on every stop
- N/A
- Better salaries/incentives for weekend workers/ info
- Have maps and signs to local neighborhood shops, etc. make more obvious
- Get new cases and an information person for GGT
- They should check, should be accurate
- No (2)
- 511 is the worst I have ever seen- totally useless- the people who suggested this should be fired
- None

8) These next two questions relate to the hub's amenities. Examples of amenities include: restrooms, telephones, bicycle parking, bus shelters and benches, taxi stations, or elevators.

a) What amenities at this hub do you use? (list all that apply)

- Restrooms, benches
- None (2)
- Restrooms, bus shelters, and benches
- Restrooms, benches
- Restrooms, telephones, bus shelter/bench
- Phones, benches, and restrooms
- Restrooms, benches, bus shelters, telephones, taxi stations
- Restrooms, benches, taxi (sometimes in emergencies)
- Restrooms
- Yes

b) Do you have any suggestions for what amenities could be added or improved?

- More comfortable seats
- No
- Discount ticket service for seniors
- 1. improve security in restrooms- ex: locking individual commodes 2. cleaner benches 3. late night/ weekend cafes 3. more reliable bike access to buses

- More heating in bus shelter (inside), free restrooms! What a concept! Sometimes your only quarters are for the bus- a change machine
- The bathrooms could be improved- they are very old and dirty. They should add more benches/ seating around the hub
- The restrooms- could have more paper
- All, they all seem dirty to me- better seating while waiting
- Recliners for while you wait
- 1. (Oh Yes) get rid of (511) put a live operator back on 2. Have an information booth with live people ready to provide info and get rid of your useless security people and hire a police officer to provide security
- N/A

Section 4 Barriers/Problems

1) Do you experience any barriers or problems when you pass through this hub? If yes, please describe them.

- Access to information: schedules, outside trip planning info
- No (3)
- Refusing to open the backdoor to let you get off the door quickly to catch your bus
- 1. Hostility of drivers towards cyclists 2. Lack of synchronization at (non-rush hour) transfer points ex: afternoon GGT 29 Larkspur ferry 3. unpredictability- must allow one full hour more to get there on time
- Sometimes the bus is late- getting change can be a hassle
- Usually it's the bus drivers who cause the trouble. They're very rude. Sometimes the bike rack is full so I have to wait until the next bus.
- Bus drivers are rude. It is busy and too noisy- also the toilets should be nice and clean
- Buses being late
- Bike racks on bus are full- must wait for next bus and hope that there is a spot

2) Do you have any suggestions or solutions for the problems you identified in the question above?

- Provide information for BART, AC transit, MUNI, GGT arrival info
- N/A (2)
- 1. Regional cooperation via a schedule synchronization 2. Attitudinal training for drivers
- 3. Expanded bicycle use- regard bikes as essential tool not an (optional) recreational activity
- Make sure buses are on time! Change machine
- Educate the bus drivers on how to use the wheelchair thing better so it doesn't take 20 minutes to load or unload the passenger
- They should check all public places.
- ?
- Allow bikes inside the bus if there is room
- We need digital red signs
- No

3) Would it be helpful to you or those you travel with if information were also available in another language? If yes, please tell us what language (besides English) would be helpful.

- N/A (3)
- It doesn't matter to me
- Yes and No, if real time, real life service is improved language is secondary, but yes, it might make Marin aware of how multicultural the bay area is right now
- No, we live in America and speak English.

- ?
- For other people I've encountered- Europeans, Spanish
- Yes I have because people from other countries come here to visit and speak English but can't read it
- No (2)

Section 5 Service Connections

1) What transit connections do you make while passing through this hub? Please tell us the types of transit and operators you use for your usual trip.

- All GGT- route never the same
- I take any route going to SF and I make no connections here
- From the 40 or 42 to the 70 or 59 or 33
- Bicycle on to bus- ride bike in SF or in the Easy Bay- GGT to Larkspur ferry and from ferry to MUNI 1. 70/80 to SF, MUNI (to various destinations)- can include bicycle on 70/80, ride bike within SF 2. 40/49 to del Norte: a) transfer on 72 ACT to Berkeley or Oakland b) transfer to BART to Berkeley or Oakland 3. 29 GGT to Larkspur ferry: from ferry to MUNI #S or 38 to Japantown or Clement district (can include bike) 4. 29 or 22/23 and 29 to Com Kentfield- ride bike from San Anselmo to Com if connection is not good 5. 23 to Fairfax, and back- business at Fairfax 6. Saturday morning class at IVC- Novato 70/80 to Novato with bike: 3 ½ mile bike ride from Redwood and Grant to IVC campus
- GG transit: I take the 70/80 to SF evenings- sometimes the 24 to Fairfax in mornings
- Take the 40/42 to San Rafael, then jump on the 57/59 or 70/80 to get to the Hamilton Main Gate in Novato
- #22 transit from San Rafael- #80 to Golden Gate Bridge- then to MUNI transfer #15
- Only use Golden Gate 80 to 22 or 29- I have a problem with the buses or lack of buses that go to Com, not timely, difficult, and inconvenient
- Santa Rosa 80- 35 Canal
- 40 to 80 or 70 South
- 22, 29, 70, 80, 40, 42

2) On a scale of one to five, please rate your transit connection experience traveling through this hub. Please use an average travel day for your response. (*Please* circle a number from 1-5; 1= totally unsatisfactory, 5= totally satisfactory.)

Rating	Count
1	0
2	2
3	3
4	3
5	3

3) How long do you have to wait between transit connections?

- ½ hour to hour (next bus) unless I don't miss
- N/A
- 5 to 30 minutes
- 1 minute to 1 hour or more- depends on 1. bike access 2. Synchronization varies wildly, unpredictability

- Usually 20-25 minutes, sometimes 30-40 minutes (max)
- 5-10 minutes
- 15 minutes
- 15 minutes usually at the most
- 30-60 minutes
- 30 minutes to an hour (sometimes I miss connection)
- 30 minutes to 1 hour

4) Do you know what time your connecting service will arrive? If not, how would you want to obtain this information?

- Usually unless I miss the connection
- N/A (2)
- I have no idea, it seems to depend on the driver
- I know through my own efforts, but it would be nice to have computerized and live SVC to check on here
- No- I usually show up when I get dropped off by a co-worker and just wait for the next bus- sometimes schedule brochures
- Yes
- Will check the schedule
- No, I usually just wait or check when I get there
- Yes
- Ask the person who is in line waiting for the same bus

5) What aspects of your transit connections work well?

- When the busses are on time
- N/A (3)
- My walk to the BART station from my house
- Off rush hour, good rush hour, weekends, erratic
- The bus does come, eventually
- I guess that they generally tend to arrive at the same time
- For me they usually happen pretty fast, if you are alert
- Get me where I'm going
- Mornings

6) What aspects of your transit connections could be improved?

- By scheduling more accurate bus arrivals
- N/A (3)
- From El Cerrito del Norte to the hub

- Weekends, late nights- when I am busiest- expand late night schedules and weekend service
- More benches, more buses running!!!
- I just think that all the routes and times could be improved for how much we pay to take the bus
- From SR to Cote Madera, Fairfax, Kentfield, its difficult to know which busses are through- go all the way to your destination or not
- Buses every 15 minutes- busses running more often
- Weekends suck- bus service on 80 at night is the worst

7) Do you have any suggestions for improving the items you mentioned in the question above?

- Allowing more time for the route to
- N/A (4)
- 1. The bus driver could leave on time 2. He/She could let you off at the nearest stop to your next bus 3. They could open the back door and let you off
- Late night and weekend service on 70/80; Larkspur ferry and connection busses; direct route from San Rafael to Berkeley
- More benches, more busses running!!!
- Very important- make the 70/80 northbound get off at Nave Drive and drop off in front of Hamilton Main gate like the 50 used to before they cut it. Have the 70/80 southbound stop at Hamilton Parkway!!!
- Better organized bus scheduling
- Oh yes- what the hell are you people thinking? Why does the #80 go through Sausalito then Mill Valley, etc. Stupid stupid stupid, change it back.

Closing Questions:

1) To what extent do you feel you are a customer of a particular transit agency or have a special relationship to a transit agency? Or, do you use whatever operator meets your needs? (Name any specific agencies)

- As a disabled person I have developed 1 on 1 relationships on the common most traveled routes for obvious reasons. But, otherwise, I have to create relationships every time in order to have successful interfaces hooking up
- No (5)
- No- I have to dance an intricate dance just to get what I need out of the system. Drivers get rotated on GGT- once you get to know them, they're gone!
- Yes, I'm a customer of GG Transit, the driver's usually courteous and takes me where I need to go, but I just use whichever driver is there.
- No, I feel GGT is very unfriendly and unwelcoming. AC transit is much more friendly and have better routes and better prices. I live in Marin, but when I take AC transit, I feel like a customer.
- Yes, due to traveling daily
- GGT- David is the BEST of the best- heavy set guy, crew cut- he's always kind and friendly everyday

2) Of the improvements discussed or identified in your questionnaire, which ones are most important to you? Please list the improvements and circle your highest priority improvement.

- Routing schedules need to be designed to be more accurate to avoid missed connections- more info on other transit companies
- I would like to know of more alternative options to the 76 E Petaluma Route in case I am not able to take my regular route- I would like to be able to take a later buss (passed 6 o'clock in the evening) to East Petaluma from SF- I think that they should have more buses running, since a lot of people take the 76
- 1. More predictability on the 40/42 route- that is a definite arrival and departure time 2. More information on obtaining discount passes. More location for obtaining them 3. Cut out the increasing in the bus prices.
- Late night and weekend service on the 70 and 80 and the ferries- build up a ridership base of people who work/or enjoy nightlife in the city, but live in Marin/Sonoma. Give it time! Make bicycle use, restroom access, and general pleasantness a priority. Overall, regional coordination, ease of transfer use, fare simplification
- Have more buses running 70/80 to SF evening commute- less wait time; reduce fares!; change machine (working) at hub; more benches for waiting; large local maps of neighborhood shops; info booth with brochures, maps, person working there to answer questions; make buses cleaner (less smelly exhaust); expand late-night service for going to city (and security at the hub); carpool spot, for cars to pick passengers up to avoid fares, etc.(faster than bus)

- 1. Make the 70/80 northbound stop at Hamilton Main Gate. Have the 70/80 southbound stop at Hamilton Parkway 2. Lower the prices- they can't cut routes and raise prices like they do!!! Unfair to the riders! 3. Have information on ALL bay area transit available since most of us leave Marin and have to make another connection.
- 1. The connections- would love to have the schedule on with the other bus 2. Must be on time- service very important 3. Restrooms to be cleaned
- Accessible, clean bathrooms; bus drivers that treat you like a human being and not cattle; better organized routes and schedules; better and more conscience care for the handicapped (people with epilepsy); more affordable bus fare
- Stop greedy fare increases; night owl routes stop canceling routes and clean up the stops
- Improvements: 1. Get rid of 511 2. More seating while waiting for the buses 3. Better seating on buses 4. Ventilate buses 5. Be able to open windows 6. Hire more drivers and increase routes 7. Have an information booth at hub 8. Clean the bathrooms 9. Be able to lock bathrooms 10. lower the fees for service 11. Have dollar day once a month
- Bathrooms

Appendices Part A – San Jose

MTC Transit Connectivity Focus Group Results

Section 1 Introduction

1) Where do you live and how do you get to the San Jose Diridon Station?

- VTA to SJ Diridon with light rail
- San Jose; along Leigh between Fruitvale and Curtner. I get to the transit center by VTA bus, but after October 1, 2005, I will use the light rail at Bascom.
- San Mateo, Caltrain
- I live in San Mateo, and I travel by train and bus.
- Bus #72 to downtown, if I miss my #63 bus I usually walk to the train station which is about a 15 minute walk.
- San Francisco, Caltrains
- Redwood City, Caltrain
- San Francisco, CA- I rode local to it.
- Morgan Hill, bus route 68
- Redwood City by Caltrain
- Pleasanton and ACE
- Fremont- Amtrak Capital Corridor (Fremont- San Jose)
- Evergreen- sometimes I walk to East Ridge and catch the 22 to the train station. Mostly I drive to Diridon Station and park in the parking lot.
- San Francisco- I get to the transit center by one of MUNI, bus, or walk to the Caltrain to the SJTC.
- Discovery Bay- auto to train (ACE) to station- light rail out to work/office.

2) How often do you use this transit hub?

Frequency	Count
Everyday	3
Four-five times a week	10
Two-three times a week	2
Other	0

3) What is the typical purpose of your trip when you travel through this hub?

Purpose of your trip when you travel through this hub	Count
Travel to/from work	15
Travel to/from school	0
Business travel	0
Visit family or friends	0
Shopping/errands	0
Leisure Recreation	0
Other	0

4) What is your general impression of this transit hub? *(What two or three words would you use to describe it?)*

- Great, dirty toilets, changing schedules
- Necessary but minimal in efforts
- Old-fashioned (in a good way), clean, bustling
- Busy, various amenities
- Very organized
- Convenient, efficient
- Spacious, clean, efficient, not bright- a bit dull, needs plants color and music
- I am satisfied- only need more outlets for phone and laptops, etc.
- Outdated- could be much better- getting better though
- Has a lot of connections- not very integrated
- Small- dated- clean and easy to use
- Inadequate maintenance, inadequate capacity, unprofessional and haphazard signage
- Speaking early morning- convenient and not bogged down with a lot of traffic
- Boring, poor signage, the path to go in and out not well defined. Not functional other than a train stop.
- Aged- not user friendly- no connection planning

5) On a scale of 1-5, please rate your overall experience passing through this transit hub. *(Please circle a number between 1-5; 1= totally unsatisfactory, 5= totally satisfactory)*

Rating	Count
1	0
2	2
3	5
4	3
5	5

Section 2 Trip Planning

1) What information sources did you use to plan your travel through this hub? Please consider your most typical travel and be specific with your information sources.

- 511.org
- I access schedules at www.vta.org and www.caltrain.org More often when aboard the bus or train, I get a hold of the paper schedules.
- Caltrain website, printed schedule. Spoke with co-worker who commutes from S.F. who had info about DASH and VTA buses to connect to train.
- My bus and train schedules- if I don't have them I call the agency and get schedule and transfer info.
- The website
- Train schedule (from Caltrain)
- Schedule from the library or on board the train- also, I often check the notice boards at the RWC station. I recently used the Caltrain website because I didn't have a current schedule.
- It is convenient and inexpensive and happy
- Printed hand carryable schedules and internet or call in
- I use the agencies websites for travel information. I also depend on schedules posted at the stations.
- ACE schedule, VTA schedule, DASH schedule, web
- Amtrak capitol corridor timetable, bus times posted at bus stop (Diridon station) for DASH shuttle and DASH timetable
- Caltrain schedule- 511.org
- The web or Caltrain schedule I have in my purse- or the kiosk if I can find it
- Schedules, online, phone assist, radio news

2) How long ago did you first do this trip planning, or is it on-going, depending on your destination? How long have you been traveling this route?

- 2 weeks ago
- My destination often changes, so it varies. More often, since new to San Jose, I am hardly aware of the times of arrival.
- I did the planning about 8-10 weeks ago. I have been traveling this route for almost a month (new job).
- I have been on this route for 5 months. I planned 6 months ago when we found out we were being downsized.
- 1 ½ years
- 4 months
- 8 years
- Since 1971
- Over a year ago- over a year

- I have traveled on this route for 8 years.
- 1 ½ years same plan same schedule
- 2 years- regular weekday travel- I monitor changes to train schedule as train times change periodically
- Year and a half
- Ongoing- I've done this route for 4 months
- Unforeseen- delayed bus, connections, etc.- 6 years- perhaps a VTA board real time at station for delays

3) On a scale of 1-5, please rate how easy or difficult it was (or is) to get the information you need to plan your trip or figure out your route. (Please circle a number from 1-5; 1= very difficult, 5= very easy)

Rating	Count
1	0
2	0
3	3
4	4
5	8

4) Please tell us why you gave the rating you did.

- Easy
- The operators are a 50/50 shot to knowing all the info for their routes and rarely know the connecting companies. The light rails (DASH) do not have schedules on board and the buses are often late.
- The Caltrain website has complete schedule information and I have a hard copy I can refer to at anytime.
- If I had to call an agency they were very helpful with the info. The schedules may not have been right, but they let me know what was available.
- The web is very user friendly and lets you see exactly what trains to take.
- It's adequate, but could be improved.
- Sometimes the DASH bus doesn't come at regular intervals. I heard the frequency was reduced by 50%, but that the written schedule has not changed.
- I'm satisfied.
- Some buses don't have schedules and some trains also. Now the train stations have them posted.
- I am experienced in finding transit information, and I am familiar with this area in general.
- Easy to use.
- Amtrak timetables available and easy to comprehend
- Up until the birth of the baby bullets, travel to and from SF was an hour and 35 minutes
- Schedule is generally easy to read and it doesn't change much- plus trains usually leave on time

- Buses- light rails and trains are frequently not timely and there is not a way to know whether the connecting bus is going to arrive on time or if it has already passed.

5) Do you have any suggestions for making it easier to plan your trip?

- Phone service
- VTA buses should travel more often from main stations and also travel later, especially on weekends- better signage of schedules
- VTA schedule info is hard to decipher- buses especially
- I probably could use the internet, but I choose the telephone
- N/A
- Better signs, employees with knowledge of all trains
- DASH schedules need to be updated. They need to be followed by drivers. We need to make signage/info very big and clear for new visitors to downtown San Jose. The city will greatly benefit.
- Negative- I'm going where/when regardless
- Maybe electronic signs showing more info on the next available bus or trains. Idea: sync the GPS units on the buses with the stops, so they can keep you updated on the bus status.
- Have a central posting area with schedules posted. Better design for information
- No
- None- the station should not be called a transit center (makes it sound like a bus facility.) It would be more effective to call it "San Jose Union Station."
- The Caltrain boards (as you walk down)
- It would be nice if there was a number I could call to get the "next train leaving" depending on destination.
- A transit liaison- connection planner to help schedule all transits to connect properly

Section 3 *Hub Information Services*

- 1) Please rate how easy is it to find or locate the information services you need in this hub. By information services, we mean schedules, signage, information kiosks, RealTime schedule information, the Regional Transit Information Case, and maps. (Please circle a number from 1-5; 1= very difficult, 5= very easy)

Rating	Count
1	4
2	3
3	4
4	4
5	0

- 2) Please tell us why you provided the rating you did.

- Caltrains are not numbered correctly. Help desk people only know about Caltrain schedule- they don't know about ACE, Amtrak, VTA, etc. Also, it is impossible to hear speakerphones.
- The schedules are rather easy to spot. Sometimes the supply is out.
- Information specific to Caltrain is easy to find, but the real time info isn't useful- it never seems to convey anything actual, just repeated messages about watching for suspicious activity and stay off of tracks.
- I got confused when catching the Caltrains in the evening. I never know which track to stand on.
- Depends on which side you are coming in
- Schedule information is available, but nothing else. The realtime signs should have arrival/departure information.
- This rating is due to the fact that when trains were delayed in leaving SJ (northbound) there would be NO information on the signs, and the staff did not know either.
- On weekends after 4 P.M.- that's it
- Kiosk is kind of hidden for new riders
- They're all over the place
- Small hub
- Poorly coordinated and unprofessional signage- too much disorganized signage
- Signs are small behind doors and not in the pathway of the train to outside. No clocks!!
- Service is poor for all transit information
- The trains often are on different tracks each day and there is no sign stating which track to find each train.

- 3) For each transit information feature, please check the box that best describes your experience with the feature.

TRANSIT INFORMATION FEATURE	Not Helpful - needs substantial improvement	Somewhat Helpful -could be improved	Very Helpful- no changes needed	Did Not See or Notice
Schedule Information	5	8	1	1
Platform Signs	7	7	1	
Information Kiosk	3	8	1	3
RealTime Arrival/Departure Information	11	3	1	
Regional Transit Information Case	3	6	1	5
Transit System Maps	3	11		1
Local Neighborhood/Area Maps	5	8		2
Other: (call in system, radio, phone)		2		

- 4) How do you prefer to get travel information while on route?

- Via phone (2)
- Asking the operator since there is hardly much info on the schedules
- I generally don't, except for checking my schedule
- From the conductor
- Ask fellow passengers or maybe there will be a schedule and then I can look at that
- Real time signs, announcements
- Signs, announcements in the station/ on the platform
- Call in system needs longer hours- maybe call in or use up until midnight. The printed schedule also needs improvement.
- Read the schedules posted
- Hardcopy
- Timetables on board train or bus
- Bull horn, real time information
- From operators, drivers, real time signs, radio updates
- (one person did not respond)

- 5) What information features did you find most helpful? Please tell us why.

- Person at help desk and schedule display
- The VTA schedule information is good at telling times of arrival, but sometimes stops may be between 2 larger stop destinations
- My printed schedule, because I always have it with me
- The real time info. It tells the time and any information you need while waiting for the train.

- With the new bullets added the schedules are at least up to date
- Schedules- Caltrain schedules are readily available easy to understand
- N/A
- 800 number when available- why not make it 24 hours?
- Schedules on the busses and trains
- Schedules so I can determine how long I have to wait, or whether I should change plans
- Signs outdated
- Amtrak capitol corridor timetable readily available in waiting room
- None
- Being able to put your hands on actual paper schedule
- Asking fellow passengers because they are familiar with all the pitfalls

6) What features did you find least helpful? Please tell us why.

- Display boards- showing real time info- the display shows that “ETA SJC 8:40” but we are waiting in the morning- looking for schedule info on departure trains, which is never shown even if it is running late
- The platform signs on DASH and Caltrain- they are not as helpful as BART in telling time of arrival- only when late. Also, all bus stops and DASH stops need posted schedules.
- Real time info because it is essentially non-existent
- The transit map- it doesn’t show bus stations very well- if I didn’t know the area it would be difficult to determine which bus I should take
- N/A (3)
- Real time information is now communicated
- After hours bus schedule info is not there- It is geared towards day shift workers and not swing or grave
- Local area maps- hard to find them
- Nothing appears coordinated
- Posted Amtrak and Caltrain schedules need substantial improvement
- Schedules are poorly placed- the over head sign is not helpful- need to have next train info
- The snack bar- prices are outrageous and not a wide variety
- The posted notices and schedules because in a hurry there is no simple way to get to the correct connection

7) Do you have any suggestions on how to improve the features you mentioned in question 6?

- Show real time info for arrival and departure
- All VTA:DASH stops need posted schedules or real time- neon arrival times like BART
- Provide “real” real time info- BART does a VERY good job of this, Caltrain does not
- No (2)
- N/A (2)
- Use the signs- make announcements

- Maybe signs outside the station
- Longer hours on telephone assistance- a board in the stations like the airports have, which list the various busses and trains
- Have a big map, similar to those at BART stations
- More “live” signs- also, difficult to tell what track train is on
- The Caltrain schedule board in the concourse needs upgrade and regular updating—these have become worse every year. The plastic numbers and letters are gone.
- Have schedule kiosk on platform and an electric sign with all major times of all transportation systems in and out of station. Also, live people are needed to assist with directing commuters.
- Simplified signage- which bus or shuttle goes where- like the one on the front of the bus, but at the station- so you don’t have to wait for each bus

8) These next two questions relate to the hub’s amenities. Examples of amenities include: restrooms, telephones, bicycle parking, bus shelters and benches, taxi stations, or elevators.

a) What amenities at this hub do you use? (list all that apply)

- Restrooms, bus shelters (2)
- Restrooms, telephones, bus shelters, taxis
- Restrooms, shelters on platform
- Restrooms, and Amtrak information
- Bathrooms
- Restroom, convenience store
- Electric outlets
- Food vendor and bathrooms
- Bus shelters, benches, restrooms
- Bus shelters= poor; restrooms= poor; food= poor and expensive
- Waiting room benches, platform benches, restroom, news stand, Amtrak ticket office with ticket agents, covered passenger platforms
- None
- Restrooms in station are usually broke and they are taped up for months at a time
- The bathroom is broken apart and dirty- the handicap elevator is out of order and the ramp is too steep and not up to code

b) Do you have any suggestions for what amenities could be added or improved?

- Restrooms need maintenance and fixing- also elevators need help
- Cleaner, working order and well-lit bus shelters- taxi stops should be more plainly marked
- There could be more seating on platform 3, although space is limited by narrowness of platform
- No

- The bathrooms never have paper towels to dry your hands and usually the bathrooms are very dirty.
- Television
- Add real towel paper machines
- More electric outlets
- Vending machines and late restaurants
- The restrooms need to be cleaner. There should be additional canopies to provide shelter from the rain. I don't trust the security with the bike racks.
- Station needs a major face lift
- Expanded food facilities, information booth or agent at the ticket counter
- Coffee stand on outside platform
- N/A
- A complete remodel and repairs kept up- visible security as well

Section 4 Barriers/Problems

1) Do you experience any barriers or problems when you pass through this hub? If yes, please describe them.

- Often there is a delay in trains that slows me down- evening trains also run 10-15 minutes later and cannot check on train information via phone
- The schedule sucks! The time between Caltrains departing is so ridiculous one would just as soon catch the 522. Why is it all the trains on Caltrain just run a straight line up El Camino? The VTA is also faulty for stopping at Menlo Park. Switching to Sam Trans paying a new fare is a headache. Why no transfer honored?
- 1. It is hard to tell which platform the train I want will be one. 2. Bus connections can be hard to make if VTA is running late.
- The only problem I have is identifying the track for the correct Caltrain.
- No (2)
- Not knowing which platform from which my train is leaving
- Sign for Caltrain track is TOO SMALL and NOT DISPLAYED WELL, considering that many of the passengers at the hub will be RIDING the train. In the past (more than now) to learn why a train was late.
- Improper scheduling of the southbound Caltrain to meet the 68 southbound bus at 9:54 pm. This schedule changed and the bus pulls out 5 minutes before the train arrives. Also, we need more trains to Morgan Hill for swing shift workers.
- Doors at the station entrances- long ramps to the platform, which takes longer to get to the platform and makes it harder for conductors to spot- long walking distance and zero signs to indicate the bus stops for 22/522
- Tunnels are NOT marked- arrival gates are NOT always open To EXIT!
- Gates to track one are sometimes slow to be opened when the train pulls in- for most of the day, cannot purchase an ACE ticket- not enough track/platform capacity at station, trains must wait for one train to clear before the next train can enter, need another platform and track 6 and 7
- Passageways are narrow, gets crowded and sometimes I ride my bike and my bike takes up the passageway. Also, when I buy the 10-ride pass, the validating machine doesn't work. I've been late to trains trying to work the validation machine. Trying to figure out platforms
- Figuring out what platform to go to SF
- Missed connections, late connections, missed trains mostly- poorly planned VTA bus to train connections- also, during construction on tracks better updates of track changes, delays, etc.

2) Do you have any suggestions or solutions for the problems you identified in the question above?

- A phone service would be helpful
- Give VTA bus rider a 30-minute reuse transfer. VTA needs a transfer service! The cost is hilarious. The train should run more often and the buses should run later.
- 1. Better signage and real time info, which states which train is on what platform. 2. This is tough because VTA buses encounter traffic, which affects the schedule, but better coordination between agencies for connection would help.
- Either have someone announce which track to get on, or have signs that point out the way

- No (2)
- Real time signs
- Electronic signage- OUTDOORS and INDOORS or at entrances to ramps (downward)- Indoors- above the door to the corridor- Outdoor- signs could be places on 2 sides of the station- also, DASH needs to be improved: 1. updated schedules 2. drivers keeping to the schedule
- Change the bus or train schedule to meet each other or otherwise you have to wait another hour for the next bus- add more trains in the afternoon and late evening to Morgan Hill.
- Better signage to indicate 22/522 at the station, possibly bring them to train plaza- better bus circulation at bus plaza- better signage to point out next bus/ light rail departure at platform- give identity to station elements (bus plaza, etc.)
- LCD- mark tunnels with train info- have gates open upon arrival
- Have someone in the station open the two gates to track #1 before the train pulls in so passenger can make a quick exit from the train into the station.
- Not sure if the above can be fixed. Make validation more efficient or not do it at all. Need better signage as usual.
- Signs need to be visible to the passengers
- An interagency planning liaison or group to help each agency in planning

3) Would it be helpful to you or those you travel with if information were also available in another language? If yes, please tell us what language (besides English) would be helpful.

- Hindi
- Possibly Spanish as well as other languages that the people represent.
- Well, I only speak English, but Spanish and/or Tagalog and/or Vietnamese, etc would help.
- No (4)
- Since this is a multi cultural area it would make sense for other languages.
- N/A (4)
- Spanish, Chinese
- No, but possibly Spanish since we have a lot of Mexican people
- No, English only, there is already too much sign clutter. That would make things 100% worse. Please—no signage in languages other than English.
-

Section 5 Service Connections

1) What transit connections do you make while passing through this hub? Please tell us the types of transit and operators you use for your usual trip.

- VTA- Bus (68)- light rail (Snell to SJ Diridon)
- Bus 65 to San Jose Diridon from Leigh and Stokes- then Caltrain connects to SF. I usually get off at Mt. View and board bus 23 to downtown. I recently found Bascom to Naglee and the Alameda connects bus 22
- I drive from home to San Mateo train station. I take Caltrain and connect to BASH in the morning to Santa Clara St. and San Pedro. My office is on the corner of Market and Santa Clara. In the evening I catch either VTA 64 or VTA 68 at the corner of Market and Santa Clara, back to Diridon (occasionally I walk).
- I use Caltrain and the bus line (22). I use Caltrain to Santa Clara Station- then take 2 to work. After work take the 22 to Caltrain (San Jose) and try to catch the bullet to San Mateo, where I catch the 390 or 391 SAM trans.
- VTA or DASH- catch #72 on McLaughlin and Tully- takes me to 2nd and San Carlos- then either wait 15-20 minutes to catch #63 or walk- use to take DASH, but schedule is screwy now
- BART to Millbrae- Caltrain from Millbrae to San Jose- DASH from station to downtown (1st and Santa Clara)
- DASH to SJSU- I do not usually take DASH back to Diridon station- it is unreliable or can miss a train or barely make a train because the driver came late
- All and any available when needed
- VTA bus to Caltrain north to Palo Alto, CA and from Morgan Hill and South after 9pm
- VTA and Caltrain- Caltrain to VTA 63, 64, 65, 22, or 522 to downtown- could take DASH, but not my preferred choice
- VTA or DASH
- Amtrak capitol corridor from Fremont to San Jose- then I take the DASH shuttle to my office downtown
- From SF I take Caltrain to Diridon- sometimes I take VTA from Diridon to other areas in South Bay
- VTA to Caltrain (#22 to Caltrain Station)- other times I drive
- Light rail- depending on time/day, 180 bus, train (ACE)

2) On a scale of one to five, please rate your transit connection experience traveling through this hub. Please use an average travel day for your response. (*Please* circle a number from 1-5; 1= totally unsatisfactory, 5= totally satisfactory.)

Rating	Count
1	0
2	2
3	7
4	3
5	2

(1 person wrote sometimes for all of the number choices)

3) How long do you have to wait between transit connections?

- 20 minutes (sometimes 40 minutes...)
- 30-45 minutes...that's retarded
- Usually not longer than 10 minutes
- It varies- I reach the station at different times
- 10-15 minutes
- Not at all once I arrive, however, I cannot depend on DASH to get back to the station
- 5 minutes for DASH to meet the Caltrain bullet arriving about 9:45 am
- After 4pm- ?
- Usually 10 to 30 minutes on the trip home- its been changed now its almost an hour delay
- 2-8 minutes
- 5-10 minutes
- 5 minutes max
- If from Caltrain to VTA about 20 minutes
- 10 to 15 minutes
- Minus time- usually running- or very short wait

4) Do you know what time your connecting service will arrive? If not, how would you want to obtain this information?

- Displayed schedule on phone
- I usually have to estimate the between times or call the main station
- No, I just know the DASH goes every few minutes. It's harder in the evening because I have NO idea when the VTA schedule is. I need to get a schedule of VTA, but they're unreadable
- Yes, I have a schedule. I would ask the other people who are waiting for their rides
- Would be nice if buses arrived on time except for emergencies
- Real time signs
- A large line forms at the DASH bus shelter. I use the Caltrain schedule from RWC to know my arrival time.
- Yes and No- I need info 24 hours
- Usually, but I would call in if I am not sure
- I take whatever shows up first
- Yes
- Yes, usually the DASH shuttle is waiting or will arrive within 5 minutes
- No, I just wait for the next train. I wouldn't bother to look in the station because I know I couldn't find it
- Yes I do know. If uncertain, I check VTA and Caltrain schedules
- Yes, if on time

5) What aspects of your transit connections work well?

- Connections from home to work

- Nothing except maybe when I'm on the bus or train
- My car to the train station! The train to DASH has worked very well in the morning.
- When I catch Caltrain to Santa Clara station
- #72 bus as I have a window from 5:45 to 6am that I allow
- DASH waits for Caltrain
- That way works well, i.e. from Diridon to SJSU
- 8-5 ok, I'm not 9 to 5
- Caltrain is ok, but signage could be better and it could be improved. Needs quieter trains and smoother ride.
- Ability to transfer
- Consistent
- Short walk from train to DASH shuttle
- Convenient, all at one station- availability of connection is good (VTA and bus and Caltrain)
- Driving to and from Train-station
- The ones that were cancelled or light rail

6) What aspects of your transit connections could be improved?

- Phone service- including delays- service after 10am- connection timing- could be a shuttle service that runs all around SJ
- The frequency of the buses leaving San Jose Diridon- maybe every 15 minutes, also the trains need more frequency
- The VTA connection in the evening can be a little dicey. I've nearly missed my train a couple of times.
- I wish the buses would come sooner and more often during the evening hours- weekend train and bus schedules need to be improved.
- Buses waiting to leave when supposed to
- Better DASH information
- Return from SJSU to Diridon- I used to take a bus to SJCC- I usually needed to wait 20-30 minutes- the line returning to Diridon was very undependable
- 24 hour info
- Better sign display, more trains to Morgan Hill, bathrooms at Santa Teresa, light rail station
- On time, short connections from downtown to train, connection transit are all over the place, more difficult than trip from train
- Shorten the wait time with train arrival
- When it rains, the bus shelter is pretty small when waiting for the DASH shuttle
- Better coordination of timing among the forms of transportation
- Caltrain bullet service could be on time
- 180 bus- it could not leave civic center prior to time posted on schedule

7) Do you have any suggestions for improving the items you mentioned in the question above?

- How about an internet connection on platform (wi-fi)- VTA bus could run more often in evenings
- More buses, more trains, more often
- Better coordination of schedules between agencies and more frequent buses on some routes
- I just try to catch an earlier train if possible
- Just coordinate with other buses
- DASH schedules
- TV ads, newspaper ads to promote use of public transportation- and an inspector who would be able to board a bus or talk to passengers about their trip- delays, service, cleanliness, safety
- Yes, 24 hour info
- Lit up signs in the tunnels, more trains to Morgan Hill, bathrooms for passengers on busses and light rail, need more bike racks on the busses
- Better operations- make DASH leave on demand in the morning rather than on timetable- simple routing that avoids high traffic street
- DASH and VTA need to work together to coordinate connections
- Large bus shelters—or install long canopies over bus boarding platforms
- The majority of people came off the trains so have bus and VTA go according to train schedules
- N/A
- Remove option to driver to leave Civic center early if he arrive early- he should wait until posted time

Closing Questions:

1) To what extent do you feel you are a customer of a particular transit agency or have a special relationship to a transit agency? Or, do you use whatever operator meets your needs? (Name any specific agencies)

- Caltrain, VTA
- BART, since I was a child, has been my associated agency. VTA and Caltrain are like a retarded stepsister. I don't trust them. I look forward to BART expanding to San Jose.
- I think I am primarily a Caltrain customer and use DASH and VTA peripherally. I also use BART, but only occasionally. But, I have ridden Caltrain the most over the years and have always enjoyed it- the tricky part is connecting with other transit (other than my own car).
- I use Caltrain and SAM trans and VTA daily. I use SAM trans on the weekend.
- Yes VTA and Caltrain
- Caltrain
- Caltrain customer- I also like to use SAM trans buses, most of which are regular and whose drivers are very friendly. Also, a SAM trans customer, but not since I have a car to use.
- None in particular- I need trans as needed
- VTA mainly to Caltrain
- Special relationship with Caltrain, VTA, Sam trans- I will also use whatever operator that meets my needs
- ACE- VTA and DASH
- I have customer loyalty to the Amtrak Capitol Corridor.
- Mostly Caltrain- MUNI
- Caltrain, VTA, MUNI
- ACE, VTA

2) Of the improvements discussed or identified in your questionnaire, which ones are most important to you? Please list the improvements and circle your highest priority improvement.

- Connection to VTA bus and light rails- Wi-Fi on Caltrain and on train stations- CLEAN RESTROOMS
- (In order from least to most) 1. BART is great and needs to expand to San Jose. 2. Caltrain should run later on weekends and more frequently. 3. The VTA light rail should run on weekends. 4. VTA should run more often and accurately.
- Improve restrooms, interagency coordination of schedules, signage, real time info that is TRULY real time with arrival/departure info
- Connecting with the train, bus, or BART schedule- identifying the tracks of the SJ Diridon station- having more buses running during the evening hours, have more transit operating during the weekends
- Time consistency, better amenities, bigger buses, bar cars
- Real time signs

- DASH regularity, signage at Caltrain, enlarge the coffee stand and put tables in corridor, have soft music, paint bright colors, an information desk at DIRIDON, friendlier service at the ticket counters at DIRIDON
- More outlets for electric things
- Bathrooms for travelers, real time better transit signs at station, ability for more bikes on buses, more trains to Morgan Hill or possibly an express bus, busses on time between Caltrain stations from Gilroy to Morgan Hill
- I think service connection is the most important. Improvements in station signage, place finding, shouldn't be a priority
- I would like to reduce connection time from ACE train to San Jose's State University (takes about 15 minutes after change in DASH schedule).
- Information staff member behind ticket counter that can answer all questions regarding any transit operator (VTA, Caltrain, Amtrak, ACE). Improved maintenance of the depot; redesigned signage (get rid of the homemade signs); real time signage; additional tracks (#6 and #7) and another train platform; improved ACE ticketing; shared tickets between ACE and Amtrak between SJ and Fremont- both Amtrak and ACE should honor each others' tickets; on time performance of all trains—helps my transit connection; more Amtrak trains.
- Upgrading station: better signage, clocks, and connecting signs, making more modern- need bullet trains every hour- would also like access to bike maps on or around San Jose available at station
- Customer service from the operators- more visible information- scheduling issues: being on time, leaving on time
- Timing in general! VTA, shuttles, buses and operators have poor attitudes; ACE 40% untimely! Worst on time record on the planet. #2 provide bar cars.

Appendices Part B – Trip Diary Participants / Routes

HUB	City	Gender	Age	Race/ Ethnicity	Route
Dublin Pleasanton	Concord	F	35-45	White	Take Public Transportation from Concord to Dublin/Pleasanton BART Station. Transfer (maybe more than once) to get to Livermore.
Dublin Pleasanton	Pleasanton	M	35-45	Latino	Take public transit from somewhere in Pleasanton to arrive at the Dublin/Pleasanton BART Station. Transfer (maybe more than once) and arrive at SF Embarcadero. Go to Haight Street and Ashbury Street.
Dublin Pleasanton	Concord	M	18-35	Black	Take Public Transportation from Concord to the Dublin/Pleasanton BART station. Transfer (maybe more than once) to arrive at the San Jose Diridon Station
Dublin Pleasanton	Dublin	F	55+	White	Start in Dublin. Take public transit to the Dublin/Pleasanton BART station, transfer (maybe more than once) and go to Milpitas.
El Cerrito del Norte	Berkeley	F	18-35	Latina	Take NON BART public transportation from Berkeley to the El Cerrito del Norte BART station. Transfer, maybe more than once to arrive at Petaluma
El Cerrito del Norte	Oakland	M	55+	White	Take NON BART public transit to the El Cerrito del Norte BART station. Transfer, maybe more than once, to arrive at California and Jones Street in San Francisco.
El Cerrito del Norte	Hayward	F	46-55	Black	Take public transit from your house to the El Cerrito del Norte BART station. Transfer, maybe more than once, to arrive in Fairfax.
El Cerrito Del Norte	El Sobrante	F	55+	White	Take public transit from El Sobrante the El Cerrito del Norte BART station. Transfer, maybe more than once to arrive in Alameda.
San Francisco Embarcadero	South San Francisco	F	35-45	Latina	Take public transit from South San Francisco to SF/E Station. Transfer (maybe more than once to arrive in Alameda.
San Francisco Embarcadero	San Francisco	M	46-55	White	Take NON BART public transit From your house on California Street to SF/E. Transfer maybe more than once to arrive in Vallejo.
San Francisco Embarcadero	San Francisco	F	18-35	Latina	Take NON BART public transit from your home on Fillmore to the SF/E Station. Transfer (maybe more than once) to arrive San Rafael.
San Francisco Embarcadero	San Francisco	F	55+	Black	From your home, Take non-BART transit to SF/E transfer on to public transit and go to downtown Berkeley and return.

San Francisco Embarcadero	Daly City	M	18-35	Asian	Take NON BART public transit from Daly City to SF/E. Transfer maybe more than once to arrive in Emeryville.
San Jose Diridon	San Jose	F	35-45	White/ Asian	Take public transit to the San Jose Diridon Station, transfer, maybe more than once to arrive at the San Rafael Transit Center
San Rafael	Petaluma	M	46-55	White	Start in Petaluma, take public transit to the San Rafael Transit Center (transfer, maybe more than once) to get to Walnut Creek, pick up your son's car.
San Rafael	San Pablo	M	45-55	Black	Take Public transit from San Pablo to the San Rafael Transit Center transfer and go to anywhere in Fairfax.
San Rafael	Corte Madera	F	18-35	White/ Hawaiian	From Corte Madera, take public transit to the San Rafael Transit Center (transfer to a different operator - boat or bus, maybe more than once) to arrive at SF Embarcadero. Take PUBLIC TRANSIT to your friend's house.
San Rafael	Tiburon	M	46-55	Latino	Start in Tiburon, take public transit to San Rafael Transit Center, transfer and take public transit to anywhere in Vallejo.



METROPOLITAN
TRANSPORTATION
COMMISSION

*Travel Diary
for the
Regional Transit Connectivity Project*

Project to be completed
with assistance from
Moore, Iacofano and Goltzman, Inc. (MIG)
510-845-7549

MIG, Inc.

Travel Diary

Your impressions about your experience as you travel your designated route are very important. Please take this diary with you and complete all four sections as you travel. Please respond to the questions and feel free to add any additional comments about your experience.

Your Travel Route:

Date of travel:

Start time:

Travel Diary

MIG, Inc.

Section 1 - Trip Planning	Section 1 comments (con't)
Please describe your experience planning your trip in detail. Please answer the questions and feel free to add any additional comments or experiences.	
Please tell us how you planned your trip.	
Where did you go for information?	
How long did it take you to plan your trip?	
Travel Diary	MIG, Inc.

Section 2 - Travel

Please tell us about your trip in detail. Here are a few questions to help you complete this section. Feel free to add any additional comments or experiences.

What was your experience while you waited for transit?

What was your experience boarding the train/bus/boat/other?

What was it like buying a ticket or paying your fare?

What was your actual travel experience like?

How long did the different sections of your trip take?

Did you have all the information you needed? If not, what information would you have liked to have?

Section 2 comments (con't)

Travel Diary

MIG, Inc.

Section 3 - Transit Connections

Please tell us about your experience making transit connections in detail. Please answer the questions and feel free to add any additional comments or experiences.

Was it difficult or easy to make your connections?

If it was difficult, what would have made it easier?

Did you have to wait?

Did you have to pay an additional fare or did you use a transfer?

Did you feel like you had enough information to get where you needed to go?

Were you confused at any point?

Section 3 comments (con't)

Travel Diary

MIG, Inc.

Section 4 – Transit Hub or Main Transit Station

Please tell us about your impressions of the transit hub or main transit station you traveled through. Please answer the questions and feel free to add any additional comments or experiences.

What features in the main transit station did you notice the most?
Were they useful?

How did it feel to be there?

Did you have enough information to get to your destination?

What part of your trip passing through the hub did you like the most? The least?

What would make your trip through the hub a better experience?

Section 4 comments (con't)

Travel Diary

MIG, Inc.

CONGRATULATIONS ON COMPLETING YOUR TRIP!
Please contact Belh Allshuler when you complete your
Travel Diary: belha@migcom.com, 510-845-7549 x 165

Name: Paula Fryer

Travel Route: Take Public Transportation from Concord to Dublin/Pleasanton BART Station. Transfer (maybe more than once) to get to Livermore.

Date of Travel: 9/24/05

Start Time: 11:10 AM

Section 1: Trip Planning

I planned my trip by reading the schedule “All About BART.” I had this pamphlet at home already. I looked at the departure time from Concord BART and saw where I needed to transfer. Unfortunately, I did not check the bus schedule, or see when BART arrived Dublin/Pleasanton. It only took about 5 minutes for me to plan the trip from home, but figuring out the bus took 25 minutes at least.

Section 2: Travel

Boarded Concord 11:10 – train crowded

It was easy boarding the train. I used one of my husband’s tickets to get on BART. The ticket only had \$1.00 on it, but I knew I could add to it when I arrived in Dublin. The Concord BART was fairly clean and it was a nice ride. I exited the BART to transfer at W. Oakland. I had to wait for 12 minutes for the next BART to Dublin. The signage was very good in direction me to get to the other BART. Unfortunately, the W Oakland BART was smelly and dirty. The trip itself was fine and there were no problems. In Dublin, it was a little more difficult to find out where to go for the bus. I found a map that had a schedule. The bus I wanted to take wasn’t available on Saturday (#20), so I had to find another way. I saw the direction for the busses and went there to find schedules.

Section 3: Transit Connections

It was a little difficult to make the transit connection because I didn’t plan ahead very well and because it was Saturday. The bus I wanted to take wasn’t available on Saturday. Also, there were no pamphlets. At first, I walked the wrong way to catch the bus. It took me about 15 minutes to figure out I needed to go elsewhere. I went back to the BART station, re-read the signage and went the other direction. I had to go to every bus stop and read each schedule to figure out which bus to take. It was somewhat confusing. I took a transfer at the BART station, so I didn’t have to pay full fare.

Section 4: Transit hub or Main Transit Station

The hub was very spacious and clean. Everyone was friendly. It felt like a safe area. People seemed happy, like they were on their way to a nice place. I had enough info to get to my destination, although I had 2 different directions (one on the letter and one on this diary). The thing I liked most about the hub was that it was clean and felt safe. Also, there was a BART attendant who was helping people buy tickets. He was nice and helpful. The thing I liked the least was that it was a little confusing as to where to get the bus and find the right schedule. It took me about 25 minutes to figure it out. The hub could have been better if the bus signage was more visible and the map and schedules updated. Also, pamphlets for the bus should have been available at the BART station.

Name: Ruben Hernandez

Travel Route: Take public transit from somewhere in Pleasanton to arrive at the Dublin/Pleasanton BART Station. Transfer (maybe more than once) and arrive at SF Embarcadero. Go to Haight Street and Ashbury Street.

Date of Travel: 9/25/05

Start Time: 10:15 AM

Section 1: Trip Planning

I planned my trip by first going to the Wheels website so I could determine the bus I needed to take to get to the BART station. After I had that set, I checked the BART schedule online to plan, which was the best time for me to get to the BART station. After that, I went to the SFMUNI website to plan my trip to the final destination. I found that I actually had more than one choice of transportation option to reach my destination. It took me about an hour to plan my trip.

Section 2: Travel

Pleasant experience as I waited for the bus. People waiting were helpful. As I boarded the bus and BART, it was easy and there was not many passengers to deal with. Paying for fare was pretty straightforward as they fares were posted clearly. Travel was quiet and surprisingly fast. I sat, read, and before I knew it, I was at my station. The BART ride was approximately 50 minutes and the MUNI ride was about 15 minutes. I read all the information that I needed because I spent time doing the research to insure my schedule was set before I embarked.

Section 3: Transit Connections

Connections were very easy to make. I waited about 5 minutes for the BART train and about 9 minutes for the MUNI rail. This is very minimal wait times. I would say, considering that on other trips on the BART I've had to wait longer. I only had to pay for my BART ticket and used a transfer that saved me 25 cents on the fare for the MUNI rail. I believe that I had all the information needed to complete my route. I was not confused at any point during my trip. Instructions were simple to follow and transportation was flawless.

Section 4: Transit hub or Main Transit Station

I noticed the maps. They were helpful in giving time and stations. I felt comfortable. I had plenty of information. I liked the help I got from the service person at the service desk. The trip went very smooth for me so no change needed.

Name: Willie Waller

Travel Route: Take Public Transportation from Concord to the Dublin/Pleasanton BART station. Transfer (maybe more than once) to arrive at the San Jose Diridon Station

Date of Travel: 9/24/05

The BART ticket read 9/24/05 but BART/bus transfer tickets were all mis-dated and did not read the correct time.

Start Time: 8:00 AM

Section 1: Trip Planning

I planned my trip by using the web. I visited the following sites:

www.BART.gov - BART

www.vta.org - Valley Transportation Authority

www.acerail.com - ACE/Amtrak

I also spoke via telephone to a representative at Valley Transportation Authority (VTA) and at ACE/Amtrak. 1-800-411-RAIL to ask questions, get fare information, and schedule information.

It took about 1/2 hour to plan.

Section 2: Travel

My experience while I waited was not much fun. I didn't enjoy waiting but who does?

My experiences boarding the train and bus were quite enjoyable because each time I found seating quick and easy.

It was easy to purchase my BART and bus ticket(s) because I had made sure to have proper change beforehand and I already knew how much it would be and how to obtain the ticket(s) because I researched this before making the trip.

My actual travel experience was OVERWHELMING. If I had to do it all over again, I would not. It was way too hard to take public transportation from Concord to San Jose Diridon Station.

Each section differed - but all together the one-way trip took 3 hours and 45 minutes. I will bring a breakdown to the focus group.

Yes, I had all of the information I needed to complete the trip.

Section 3: Transit Connections

It was easy at times to make connections and difficult at others. Example: I had a 27 minute wait @ Bay Fair BART Station for the Pleasanton/Dublin train but at McArthur Station, I had no wait

(less than a minute) when connecting to an orange line train which would then bring me to Bay Fair Station.

Less waiting time (more frequent trains) would be nice and WAY LESS connections. I can't believe what a person must go through to get from Concord BART to Pleasanton/Dublin BART. To accomplish this, one must get on at Concord - switch at McArthur - switch again at Bay Fair. Then in order to get to San Jose Diridon Station on a SATURDAY, I had to take BART from Pleasanton/Dublin to Fremont BART and board the 180 Express to Diridon Station.

Yes, I waited a lot.

No additional fares needed to be paid because the BART ticket I purchased in Concord got me all the way to Fremont BART at which time I then purchased a bus ticket (as expected) to board the 180 Express from Fremont BART to Diridon Station in San Jose. I used the BART/bus transfer to cut my bus expense in half. Once I got to Fremont BART, I got a transfer and instead of paying \$3.50 to ride the bus, I paid half.

Yes, I had enough information to get where I was going - thanks to my research via internet. I also asked a lot of questions at each BART station to confirm I was on the right track. Each of the BART attendants were nice except the first one I spoke to in Concord when I first started. She tried to discourage me from taking the trip stating it would "take forever" to get from Concord to San Jose Diridon on public transportation. In retrospect, she was basically right about that.

Yes, I was confused at the beginning of the trip once I arrived at Concord Station because the attendant was giving so many quick instructions about what route she thought would be best for me to take but instead of her helping me, she confused me and I decided to take the exact route I had originally planned.

Section 4: Transit hub or Main Transit Station

The features at the main transit hub/station were no different than the features of the other BART stations I passed through or used at connections. In fact, I expected that the Pleasanton/Dublin Station would be nicer and newer looking. I didn't see that. In fact, it was just as dirty as the others. I had a misconception that since the station was "newer" that it would look "newer". Furthermore, the BART/bus transfer machines were BOTH broken at this station and the attendant did not seem to care. I asked her to initial by transfer to show I was there since the transfer machine wasn't printing any date, time and/or location. The attendant said she could not help me in this respect but did fix one of the bus/BART transfer machines so it would at least print some information, although incorrect. This station was unorganized and not user friendly. It felt chaotic to be there and at this point the trip was getting "old". At this station we were also stalled in our BART departure because there was a "suspicious individual" on the train that needed to be removed by BART police and had us wait while this situation was taken care of. The trip would have been a better experience if the hub was in better overall condition, machines were working properly and the attendant was willing to be more helpful.

Name: Stephanie Wing

Travel Route: Start in Dublin. Take public transit to the Dublin/Pleasanton BART station, transfer (maybe more than once) and go to Milpitas.

Date of Travel: 9/21/05

Start Time: 10:00 AM leave house. Drove from my house. Arrive 10:06 AM. Waited for 15 minutes.

Drivers name – no tag – no transfer.

Good for 1 hour only. Arrive BART Dublin/Pls on time. Bought ticket – somewhat confusing. Train was on time. Took it to Bayfair.

Section 1: Trip Planning

I went only to BART and Wheels for times and cost and connections. Great tips but not enough info. Drove to BART and got maps/schedule. Found out it was easier to drive to Stoneridge Mall, take Wheels to BART. IT took me 2 hours to plan. I also went back online to www.cctransit.org to see how their information was. You can also call 511 for travel information. Waited 2 minutes for Wheels. Wheels to ? ? 15 minutes with stops.

\$1.25 fare – BART 9.60 RT bus/ express 3.50 without transfer - \$1.75 with from Fremont BART.

Section 2: Travel

I waited to exact time they said. Met some nice people who gave me tips like getting to transfer and getting a transfer after getting off BART in Fremont. There were plenty of seats and the ride was smooth. Paying was fine but you DO need exact change. I waited for 23 minutes to get the 180 express to the Great Mall. Long wait and had to pay \$1.75 plus transfer. Paid 3.50 to come back without transfer – waited a long time, 22 minutes. Took 38 minutes each way. Took BART back – transferred to Bayfair to Dublin – took Wheels back to Stoneridge. Finished around 4:00 PM – I needed exact change – did not know there were 2 buses – 180 express and 217 freeway.

Section 3: Transit Connections

From Dublin BART to Fremont – BART waited 3 minutes.

Waited 22 minutes for bus 180 and to Milipitas. 38 mins to great mall.

Fremont BART to Bayfair 20 minutes.

Bayfair to Dublin _____

Wheels to Stoneridge _____

Waited 12 minutes to catch Dublin from Bayfair

20 minutes to Dublin

Wheels here in Dublin/Pleasanton is always 1.25 unless you use the transfer within an hour. The Wheels ride from BART to Stoneridge was a full bus with a lot of yelling from just released convicts from Santa Rita jail going to the police station. The driver should have more control over his bus and keep people quiet. You also need more time coming back from BART with ALL the stops.

Section 4: Transit hub or Main Transit Station

The BART station was very clean, but I don't like the smokers standing so close to me while I am buying a ticket. I was a little confused on buying my ticket. They had a lot of bus information, but only for that area. I have a bad knee and the escalator was off so that was bad. It was back on when I got back however. I had enough information to take the BART and where to transfer; only the buses were a bit confusing. The bathroom NEEDED to be cleaned better. I also think there should be at least 2 BART people in the info office to help you. Also, the machines where you get the bus transfers need a better sign – larger.

Name: Jessica Luna

Travel Route: Take NON BART public transportation from Berkeley to the El Cerrito del Norte BART station. Transfer, maybe more than once to arrive at Petaluma

Date of Travel: 9/30/05

Start Time: 11:34 Am

Section 1: Trip Planning

First, I logged onto the ACTransit website and clicked onto “Schedules and route maps,” which wasn’t helpful. Then I came upon the “511 Take Transit Trip Planner,” which took care of everything. It’s a great service, indicating fares, where and when to board, and how to transfer. It took me about 35 minutes to plan my trip. Some of that time was spent finding a specific destination in Petaluma to log into the trip planner (it wouldn’t accept Petaluma as a destination).

Section 2: Travel

My experience waiting for the transit was short the first time and took a while upon transferring. I waited about a minute or tow for the 72/Hilltop Mall. The schedule stated 11:33 and I boarded at 11:34. I arrived at my hub, El Cerrito del Norte, at 11:58. My transfer location was a little unclear. While I searched for it, I missed the 12:04 train. I then waited for the 12:34 train, which left at that time. While I waited, I made change from a \$10 and \$20 machine. I would appreciate a quarter machine. The 12:34 Golden Gate Transit Bus #42 arrived in San Rafael at 1:13. I waited until 2:02 for the 1:52 Golden Gate Transit Bus #80, which dropped me off at 4th and C Street in Petaluma at 2:56. I walked around downtown Petaluma and just missed the 3:30 #80 southbound. I wandered around until the 4:30 train arrived at 4:41. The #42 northbound had only 3 other passengers in it (\$4.50). The #80 northbound was packed with people standing throughout (\$1.50). The #80 southbound was much less crowded but the fare was significantly more (\$3.95) and I wasn’t sure why. I decided to take it into the City and BART back (\$3.10) to N. Berkeley BART.

Section 3: Transit Connections

The connections were relatively easy to make. Had I been a regular rider, I probably wouldn’t have missed my connections and would’ve saved about 2 hours on my overall trip. I had no confusion getting there aside from the drivers’ muffled announcements and the fare schedule for Golden Gate Transit.

Section 4: Transit hub or Main Transit Station

I noticed a snack stand and plenty of trashcans and benches with overhangs. It felt fine to be there. I would like to see larger, more visible signs for the Golden Gate Transit side of the station. The trip planner indicated that my transfer train would be at the W corner of Del Norte BART – I wish it said NW corner – it may have saved me some confusion.

Train	ETD/Actual	ETA/Actual	Fare
AC#72	11:33/11:34	11:51/11:58	\$1.75

GG#42	12:34/12:34	1:15/1:13	\$4.50 w transfer ticket
GG#80	1:52/2:02	2:43/2:56	\$1.50
[Return]			
GG#80	4:28/4:41	6:08/na	\$3.95
BART	7:17/na	7:45/na	\$3.10

Name: Lawrence Gerald

Travel Route: Take NON BART public transit to the El Cerrito del Norte BART station. Transfer, maybe more than once, to arrive at California and Jones Street in San Francisco.

Date of Travel: 9/27/05

Start Time: 11:35 AM

Section 1: Trip Planning

1 and 2. Looked on Google for Jones/CA Street. Got an idea where it is. I had planned to start off on Ashby and Sacramento St. Walked there from my house, a few minutes away.

3. My trip intent was not to be based on a time schedule but to go with the flow. I did prepare by bringing extra quarters and dollar bills.

Section 2: Travel

1. The first bus, 88 arrived within a few minutes while waiting. This was a good feeling upon seeing the bus.
2. Upon boarding the bus, I told the women driver that I was headed to EC Del Norte and she told me she could take me to the Berkeley North BART station and of course this made sense but not for this Journey.
3. I asked how much for a ticket and transfer. I first put \$1.75 added a quarter for the transfer.
4. It was interesting in having myself remember when I used to regularly take public transportation. This bus driver was very nice. She realized that I was not taking the simple route of her bus to Berkeley North BART and BART over to Del Norte. She along with another woman passenger were discussing my best options to take when my cell phone rang. The bus driver suggested I get out at University and Sacramento, walk over to San Pablo or MLK where I could get a direct bus to Del Norte, the #15. The bus driver was compassionate. She didn't want me to have to buy another transfer so she gave me an additional one at no extra cost. I then walked off her bus, thanking her, walked down to the nearest bus transfer on University and waited for the next bus to take me to San Pablo. I sat down, wrote down some things and 10 minutes later, the bus came, got on, asked the driver about Del Norte, and he suggested the #72 directly to Del Norte from S. Pablo. I now await for that bus. The third one on the way to Del Norte. I hope it comes soon as Jack hammers are noisily going off a half a block away! Since it is a nice day, I'm considering walking to the next bus stop. Ok. I walked to the next stop on S. Pablo to escape the jackhammers. As I did I saw a 72 Rapid bus go by. It looked like it stopped at my previous bus stop. I cursed out loud that I missed that bus. I was walking fast in anticipation of getting to board that bus at the next stop I was walking to, which I arrived at. Within a few moments the #72M arrived. I asked a waiting passenger at the stop what the difference was between the 72 and the 72M. She said one goes to the Hilltop Mall. I told her thanks. When I boarded the 72 I made sure that it was going to Del Norte by asking the driver. I put my transfer into my hand and tried to put it into the transfer device. I had it the wrong way, the

driver then took it from me and put it correctly in the device. It said it was used up for transfers. I mixed it up with my other transfer, reached into my pocket and put in the device, this time correctly and sat down. It's now 12:32 on my way to Del Norte.

Section 3: Transit Connections

Easy to make connections

Not too long to wait

Yes, pay additional for 1 transfer

Yes, had enough information

No, not confused

Section 4: Transit hub or Main Transit Station

12:50 arrive at Del Norte BART

1 and 2. Well I had the feeling if the train was coming I wanted to be there, get my ticket and go. Once I let go of this I was able to take my time for putting my crumpled dollar bills into the machine. I selected Civic Center so I could then take a bus up Van Ness to California and Jones.

3. Of course a bit relieved, finally here.

4. Yes, everyone I have spoken with has been friendly.

5. Glad that the SFBART train hadn't come when I arrived.

6. Not sure. Now someone has asked me if the SFBART just went by. They had a worried look that they might have missed their train.

SFBART arrived at 1:02 PM. I look forward to enjoying the ride into city and being relaxed.

Arrived off BART at 1:44

Walked up to Civic Center Plaza to V. Ness

Caught #13 bus - \$1.50 with transfer at 1:53 PM

Got off my seat for handicapped man with wheelchair. Moved to another seat. Took a short break for a slice of pizza and went back onto Calif. St. Discovered no buses are on the street, just cable car. So called 631-MUNI, got a live person immediately and asked how best to get to Jones St on CA. She told me to walk 2 blocks up to Clay and Polk, the #_ will go to Jones. Then walk down to CA. It's 2:37 waiting for SFMUNI bus. Showed my pass, driver nodded, on the bus, and realized I missed my stop by 4 stops. Left off in Chinatown, I go to have lunch.

"The journey is the destination" (I thought of this quote).

Name: Karen Houston

Travel Route: Take public transit from your house to the El Cerrito del Norte BART station. Transfer, maybe more than once, to arrive in Fairfax.

Date of Travel: 9/28/05

Start Time: 10:00 AM left home

1. Hayward BART to El Cerrito del Norte Station 10:30
2. Golden Gate Transit Bus #40/42 to San Rafael Transit center 11:33
3. Bus #23 San Rafael to Fairfax 12:52

Section 1: Trip Planning

I looked on the internet for the transit system in Marin County. I then called Golden Gate Transit for information on bus routes and time. I then went back to their website and planned the time and bus schedules. It took about 30 minutes to get info. Golden Gate transit info was easily found on their webpage.

Section 2: Travel

I did not get BART schedule ahead of time. I had to wait 15 minutes for BART to El Cerrito. BART ride was pleasant. I missed bus to San Rafael it was early. I had to wait 30 minutes for next bus. Bus accepts cash, no problem with fare. Bus was very comfortable and clean. I did not get fare information. Luckily, I had change. I will miss my connecting bus in San Rafael. Wait time will be 35-40 minutes. Golden Gate Bus was pleasant ride. San Rafael Transit center was open air street location. Very noisy and lots of exhaust fumes. Busy traffic location but easy to find connecting buses. Located downtown with easy walk to banks, stores, and restaurants.

Time Hayward-Fairfax

1. Hayward BART to El Norte El Cerrito 40 mins
2. EL Norte to San Rafael 40 mins (35 min wait also to Fairfax)
3. San Rafael to Fairfax 22 mins

Section 3: Transit Connections

BART was an easy ride with no problems to El Cerrito Del Norte Station. Easy to find bus area at El Norte but the signs to determine which bus was Golden Gate were not good. I asked BAERT officer. Wait was 30 minutes. Just missed bus. I had to pay fare and used a transfer in San Rafael. Another 35 minutes wait in San Rafael for Fairfax bus. Except for fare information, I was prepared. Overall experience was good. My waiting was due to my lack of information on bus schedules. I did not think to get times in advance. Golden Gate Transit in Marin has great schedules that allow only minutes to wait for connecting buses. I found this to be true on my return trip. My waits were 2-5 minutes only. Drivers were very helpful. On return trip to San Rafael I had to change from the 23

bus to a 22 bus for more direct route to San Rafael Transit Center. 5 minute wait at same bus location. I was confused when the driver asked me to get off and take the 22, but the other waiting passengers were helpful and explained.

Section 4: Transit hub or Main Transit Station

Hayward BART station is open air and information easy to find. Fares posted near ticket machines. BART always feels comfortable. El Cerrito was gloomy and felt less comfortable. I would not like to be there late night. The bus area for my transfer to San Rafael needed larger signs. San Rafael transit sign was not clearly seen. I like the San Rafael transit center. It was downtown near banks and shops. All signs were clearly seen so you know where to find your bus. The least thing I like was the open-air location of this hub. It can imagine this area during cold and rain. There is no shelter from the bad weather.

Name: Sydney Metrick

Travel Route: Take public transit from El Sobrante the El Cerrito del Norte BART station. Transfer, maybe more than once to arrive in Alameda.

Date of Travel: 9/21/05

Start Time: Got on #70 ACTransit bus at 8:54 AM to go to Richmond BART. Bus was about 85 degrees. 4 other passengers.

Section 1: Trip Planning

I got 3 AC Transit maps. Went on the ACTransit website and the 511 website. The 511 had the wrong info. I called 511 twice after re-interpreting the instructions to mean I could pass through Del Norte rather than stop there. Neither gave me the route I am using. I spent at least 45 minutes planning.

Section 2: Travel

I asked the #70 driver if I could use the transfer when I got off the BART train. He assured me that I could if it was within 2 hours. And I could go in either direction. I see I could have hopped off at SP Ave and transferred to a bus to Del Norte (I think). I asked the driver and he said I could take the 72 or 72R. I hopped off at Vale and SP Ave and am sitting at a filthy kiosk. The 72R arrived at 9:12. It has a wheelchair ramp and straps for the chair! It sopped across from Food Max (closer to the DAM Rd). Tulare stop. The temp. is more comfortable but still warm enough to remove jacket. Waiting for buses and trains was fine. It was a nice day and I chose a non-commute time. I was prepared with lots of single dollar bills. Bus drivers were all knowledgeable and gave correct info.

Section 3: Transit Connections

I arrived at SP and Vale at 9:03. Transferring to the 72R was easy. Bus driver confirmed stop at Del Norte. 9:22 arrive at Del Norte BART. Paid \$4.00 for round trip ticket (it was \$1.90 each way but the machine didn't give change). The sign says the Daly City Train comes at 9:31 and sure enough... Both Fremont and Daly City trains stop at 12th. 511 did not mention Daly City train. Arrive 12th Street Oakland 9:51. Got on 51 bus at 10:02 to Alameda. \$2 – got me a transfer to return. Arrive College of Alameda 10:10. Crossed to other side. 10:28 return 51 bus to Oakland. Used transfer no problem. Exit 10:34. Walk down to 12th Street BART. Richmond train announced “2 min”. 11 AM back at Del Norte. Waiting for 72R. Got on 72R 11:11 AM paid \$2 for ride and transfer. Driver confirmed 70 stops at Food Max. Bus runs every half hour! Back at Appian Way 11:50 AM.

Section 4: Transit hub or Main Transit Station

I've been to Del Norte before. I looked for maps and schedules. They are good as is the LED info and announcements. Another passenger verified that I was on the correct platform, which was the only thing I was confused about.

Name: Pearl Bermudez

Travel Route: Take public transit from South San Francisco to SF/E Station. Transfer (maybe more than once to arrive in Alameda.

Date of Travel: 9/23/05

Start Time: [not recorded]

Section 1: Trip Planning

I went to Yahoo search and typed in “Public Transportation from South San Francisco to Alameda.” I then skimmed through the top 10 results. The result that caught my eyes was www.bayareatransit.net. It gave me all the listings of a variety of public transportation info. After looking through all of the types, I decided to do the Ferry to Alameda. Then I checked which bus would take me from my house to the SSF BART station. Then I took BART to the Embarcadero and walked to Ferry Building. I was able to click on all the different links to check for schedules and fares. It took me about 30 minutes to explore. It was easy and fun.

SF to Embarcadero

Bus = \$1.50 X2 = \$3 30 min = 1 hour

BART = \$2.95X2 = \$5.90 6:30 to 6:55/8:41 to 9:07

SF to Alameda Ferry = \$11 7:25 pm to 7:45/7:45 PM to 8:20

\$19.90 = 4 hours

Section 2: Travel

I’m impatient but the BART and ferry was smooth. I don’t have patience for San Trams. Boarding everything was fine. Easy to pay all fares. It was nice to do it once in a while but takes too long to do it every day.

Section 3: Transit Connections

It was easy to make connections. No wait, I had the schedule to time it right, so no wait. Yes, additional fares. Total \$19.90. Yes enough information. No confusion, it was smooth...☺

Section 4: Transit hub or Main Transit Station

Signs saying where to go to exit for the street. Your looking for. Yes very useful. I didn’t feel lost. Busy. But ok. Yes I had enough information for my trip. I liked all the signs and hated the large crowds of people. To travel on off peak hours.

Name: D. Marc Capobianco

Travel Route: Take NON BART public transit From your house on California Street to SF/E. Transfer maybe more than once to arrive in Vallejo.

I walked from health club to MUNI stop in front of Levi's Plaza. Took #10 bus to Clay and Sansome. Walked over to Embarcadero BART entrance by Hyatt Regency, entered, left, exited other stairway, walked to Ferry Plaza, Boarded Baylink ferry to Vallejo, bought 1-way ticket on-board. Ferried back to SF arrived at 4:20. Took Italian Street Car on F Line back to my original point – much easier than MUNI Street line.

Date of Travel: 9/21/05

Start Time: 1:40 PM

Section 1: Trip Planning

Googled “Vallejo Ferry” found www.baylinkferry.com and found link to schedule, downloaded, and printed out pDF. Could not ascertain ETA from sheet, however. Called 877-64-FERRY to hear schedule. Total time: 12 minutes.

Was surprised that #10 bus had replaced the old #44 route that looped Sansome-Battery. New route dropped me off further from my destination and seemed illogical. Hadn't ridden this business since Sansome added 2-way traffic downtown. The ferry was a TRIP! Must've ZOOMED across the bay at 50 knots. Vibrations made writing this hard, but otherwise it was cool. Don't know if I'm ever going to visit Vallejo again, but if I ever do...

Section 2: Travel

No wait. Boarded without ticket, paid on-board at the bar! At Vallejo, I swapped one-way ticket for day pass, saving \$3. Bought MUNI tickets for 1-way boat trips to 50 minutes each way. Bus took 5 minutes. I waited longer at the stop. MUNI has added automatic stop call-outs since I last rode. Buses okay, ferry was a blast! Should have had a cocktail but just ate ice cream I bought at Vallejo terminal, getting a snack at Ferry Building needs no comments!

Section 3: Transit Connections

Would have liked underground passageway in SF to connect. Would have been faster than cross streets. If not underground a pedestrian bridge across the Embarcadero would be good. Waits at the bus were a bit long, but then, I was cutting things close. Electronic signs at one stop “bus approaching” would help, like they have at BART. Especially good for stops that service multiple lines. All-in-all not confusing. 2 MUNI tickets = \$3 round trip ferry = \$17

Section 4: Transit hub or Main Transit Station

Lots of maps and guides to transit systems, but not very clear on finding Vallejo Ferry. Could have used a direct connect (tunnel?) to Ferry Building. Too much pedestrian traffic to stop and read or to concentrate if not directly, then an egress closer to the Embarcadero.

Name: Laurette Garcia

Travel Route: Take not BART public transit from your home on Fillmore to the SF/E Station. Transfer (maybe more than once) to arrive San Rafael.

Date of Travel: 9/22/05

Start Time: 4:00 PM from home Took 4:55 ferry to Larkspur 5:30 bus to San Raphael

Section 1: Trip Planning

At first I had no idea how to get to San Rafael by public transit. I asked my housemate and she suggested a ferry. Then I consulted trip planner on the internet. It gave me various options including a nonstop bus, BART trains and a ferry/bus combo. It took me 45 minutes to plan the entire trip.

Section 2: Travel

Waiting: I did not have to wait until I got to the Ferry Terminal at Embarcadero. I didn't mind waiting though because the Ferry Building was nearby and it was able to get coffee. Once on the ferry I waited about 5 minutes until it left.

Boarding: Bus – it was crowded and I did not find a place to sit. MUNI – easy no crowds. BOAT – great, I was surprised because I did not know I would be dealing with Homeland Security. BUS – no problems, I just walked upstairs

Ticket: Bus/MUNI – I have a fastpass so I just showed it. BOAT – I bought a roundtrip ticket \$12.90. There were no lines and it was easy. BUS – I was told by the driver that because I took the ferry I didn't need to pay.

Experience: The entire thing was really good. I especially liked the ferry because I sat outside most of the time and the view was nice. Inside the seats were comfortable. The bus was very comfortable as well. Riding through traffic was slightly annoying.

22 bus – 6 minutes

MUNI – 20 minutes

Ferry – 25-30 minutes

Bus 29-

I had all the information I needed!

Section 3: Transit Connections

Making the connections was not at all difficult. Signs were prominent. I waited about 10 minutes to catch the ferry and 5 minutes to catch the 29. I did not pay an additional fare for the 29 to San Rafael. I had plenty of information and was not confused. As soon as I left the ferry I walked toward the parking lot. I immediately saw a BUS sign and it had all the information I needed about which bus to catch. The only thing I was unsure about was which GG ferry terminal was for

Larkspur, the one on the left or the right. I asked an employee of the building and he pointed me in the right direction.

Section 4: Transit hub or Main Transit Station

There were two hubs I went to, the Ferry Building and the Main San Rafael bus station. At the Ferry Building I noticed the security the most. The bus station was just a huge outside area where lots of buses came and went. Both hubs were fine. At the Ferry Building I did not have enough information at first because there are no signs that tell you which side is for Larkspur. Or, if there were signs, I did not see them. I ended up walking all the way to the wrong ferry at first. I liked getting on the ferry but did not like waiting in line. I didn't like the fact that the bus hub seemed intimidating but I didn't have to transfer so it didn't matter. More signs!

Name: Mark Gerhard

Travel Route: Start in Petaluma, take public transit to the San Rafael Transit Center (transfer, maybe more than once) to get to Walnut Creek, pick up your son's car.

Date of Travel: 9/30/05

Start Time: 10:15 AM

Section 1: Trip Planning

I planned my trip on the Internet. I Googled, “Public Transit Petaluma to Walnut Creek”. I went to Transit511.org and got my schedule information in about 5 minutes time. I couldn’t tell for sure if the information was correct for Saturday. I had to go to another website to make sure. I wasn’t sure if my son’s car would actually be ready so I called on my cell phone during my trip and changed my destination to El Cerrito Del Norte.

Section 2: Travel

1. Walk to bus stop through park panhandlers. Wait at bus stop with man talking to himself, spitting on the ground.

2. and 3. Boarding the bus - don’t have exact change - overpay. Bus was very high class – ironic low-income worker on high tech bus.

4. Slow- took 1 hour to get ½ hr by car.

5. 10.30 Petaluma—11.30 San Rafael –1 hr. San Rafael to Richmond—1/2 hour. Richmond to San Rafael—1/2 hour. San Rafael to Petaluma—1 hour. Total riding time: 3 hours. Total waiting time: 1 1/2 hours.

6. Got off in San Raphael- there is no bus station or person to ask a question, get change, etc

511.org had told me to go to SF, but I realized that I could transfer @ San Rafael and go to Richmond BART instead.

I noticed the 42 went to East Bay but wasn’t sure without asking- there was NO BART info available in the kiosks. I asked a vendor for help- this must happen a lot.

Took the 42 to East Bay. Got off at Richmond BART. Rode BART to Del Norte El Cerrito station.

My son’s car wasn’t ready in Walnut Creek, so I changed directions and caught the 42 back to San Rafael.

In Richmond, a driver suddenly made a left turn from the right hand lane, directly in front of the bus.

The Bus driver’s quick reaction saved our lives! It must have affected him, cause he missed bus exit in San Rafael.

I took the 80 back to Petaluma.

Section 3: Transit Connections

1. and 2. Very easy to make connections
3. Short wait except in San Rafael going back to Petaluma- Friday aft buses were late
4. Paid \$6.90 Petaluma to East bay. Used transfers from 42-80
5. DID NOT have enough info in San Rafael. I went to talk to a person, not scan kiosks. I was confused.

Section 4: Transit hub or Main Transit Station

1. Lack of Seating. Lack of any humans- no ticket booth. Info Booth. There is a security booth with no one there. Peeling letters, vinyl curling of signs in the sun. Still useful.
2. Not as scary as BART station still plenty of people smelling like piss.
3. I figured it out thanks to a vendor.
4. **Liked the most:** I saw a couple without shoes, then a man without legs, and a man who had lost his mind and it made me think of Buddha- to write a modern day tale of Sidney Arthur Prince who takes the bus to make money and has a realization of the nature of things. **Liked the least:** Diesel fumes make me sick. Scary people scare me. Not crazy about waiting with crazy people, stinky people and scary people.
5. A security officer that also answers questions.

Name: Caroline Alemany

Travel Route: Take public transit to the San Jose Diridon Station, transfer, maybe more than once to arrive at the San Rafael Transit Center

Date of Travel: 9/29/05

Start Time: 9/28/05 (planning)

Section 1: Trip Planning

I wanted to a destination and purpose, so I went to the City of San Rafael website and clicked on the City's calendar. There was a farmer's market advertised and public transportation was prominently displayed. Eureka!

I would have liked to see pictures so that it would not be intimidating to see where it was that I was going.

I saw "Fourth Street", so I would shoot for that.

Ugh! 6pm? Forget it.

I went to Virtual Tourist and they say you pretty much need a vehicle.

Whole foods on 3rd street (#340).

Aztech (#802) and game escape on 4th.

Up A Street to 5th ave is mission.

Good thing I checked 511! 4 ½ hours!! For a trip that is supposed to take 1 hr 12 mins.

511.org was a blessing. I would have NEVER made it without it, or if I did make it, it would have been a horrible experience that I would not repeat.

Section 2: Travel

1. The Diridon walkway made me feel very vulnerable. It was a long walkway w/ a lot of cover for anyone wanting to lay in wait for me.

2. Train was clean and easy to board. Buses were anxious for me. Crowded. They were not marked clearly (i.e. "Santa Rosa" instead of "San Rafael") It was a little confusing/ anxious to map the 511 directions to the road, (i.e., "the WEST corner"

5. The message boards were where I looked for "next step" info (i.e., next train, which train, etc.)

Section 3: Transit Connections

The MUNI train was weird, because we don't have that kind of transit line in our area; but I caught it. I would be lost without the clear and consistent signs for each stop. They kept my anxiety level to a minimum. It also helped me to have a graphic of the line inside the transit so I didn't miss my

transfer. I was only confused when translating from 511.org directions to the street to San Rafael; I had to catch the Golden Gate bus.

Section 4: Transit hub or Main Transit Station

San Rafael: After considerable research, I couldn't find anything attractive near the San Rafael station. It was late at night, so I took the trip back immediately. I wanted to go to the Farmers' market, but it took 2 hours to get there from SF. It was bigger than I expected.

Diridon: It felt safe. Even though there was a tunnel. It felt like there was a sufficient transit reps walking around for me to feel safe.

Diridon: It was clean, and I felt better because of it. However I did not feel safe coming from the parking lot until I got to the escalator.

Name: Harmony Corsi-Clark

Travel Route: From Corte Madera, take public transit to the San Rafael Transit Center (transfer to a different operator - boat or bus, maybe more than once) to arrive at SF Embarcadero. Take PUBLIC TRANSIT to your friend's house.

Date of Travel: 9/21/02 (?)

Start Time: 1:10 p.m.

Section 1: Trip Planning

1. and 2. I went online and Google searched “Marin, Public Transportation”. I was led to the Golden Gate Transit website. On that site I saw an icon for “511 trip planning/ advising, so I clicked it. It allowed me to input my starting point and ending point and gave me multiple options for travel. It even showed me the schedules for each option. Sites- Golden Gate Transit, 511, Larkspur Ferry

3. It took me maybe 20 minutes.

Section 2: Travel

1. My first bus was located a block or so away from my house. I got to the stop and 5 minutes later my bus arrived.

2. and 3. I didn’t have exact change and thought I could get some on the bus, but that was not the case. Luckily another passenger had 5 ones to exchange for my \$5.

4. I sat in the front seat by the window so I wouldn’t get motion sickness (as it were, I sort of did, minorly though). The bus was clean and relatively empty. The trip lasted 35-40 minutes. At the San Rafael transit center I got off and transferred to my next bus. I only waited a minute for that to arrive. I took the second bus to the Larkspur Ferry Terminal. It took 6-7 minutes to get there. At the ferry I purchased my ticket (\$6.50- but online the ticket price was stated as \$5.80) and boarded about 5 minutes later. The ferry ride was peaceful and had beautiful views. I arrived in the City around 2.30 p.m.

Section 3: Transit Connections

1. It was extremely easy to make my transit connections.

2. It helped that I timed it so I wouldn’t be waiting long at any connection

3. I used a transfer for the second bus. I paid full fare for the initial bus and for the ferry.

4. I had enough info and wasn’t confused at any point. Change machines on the bus would be helpful though.

Section 4: Transit hub or Main Transit Station

1. I didn’t notice any features other than the signs posted that showed where each bus # stopped.

2. It felt safe to be there, but it was broad daylight. I am not sure how I'd feel there alone at night.
4. There is nothing that stands out in my mind that was negative about the hub. I was merely passing through and was only there for a few minutes.

Name: Thomas Banks

Travel Route: Take Public transit from San Pablo to the San Rafael Transit Center transfer and go to anywhere in Fairfax.

Date of Travel: 10/26/

Start Time:

3:19 pm

Section 1: Trip Planning

3:19 I arrive at the Del Norte BART. 3:30, #40 arrives. 3:25, I inquire about bus schedule.

Section 2: Travel

1. Another passenger smokes as we waited for the #40 to Marin.
2. The driver was courteous and informative.
3. I noticed my crumpled dollars going in with ease.

Section 3: Transit Connections

Arrived at San Rafael hub @ 4:10. #23 to Fairfax arrived @ 4:19. Transfer was used to San Anselmo hub.

I was annoyed by the fact that I stated that I was doing a survey and still was given stupid info. The bus I boarded @ San Francisco was labeled 23 @ the San Anselmo hub. He changed to a 22. And had I not asked, I would have gone on to Sausalito.

Arrived in Fairfax @ 4:57. Got off and had a meal.

Section 4: Transit hub or Main Transit Station

Name: Phillip Ramirez

Travel Route:

Start in Tiburon, take public transit to San Rafael Transit Center, transfer and take public transit to anywhere in Vallejo.

Date of Travel:

9/29/05

Start Time:

10:05 am

Section 1: Trip Planning

Initially, got information for bus time from Golden Gate bus #923-2000. Take #15 from Tiburon to Strawberry Shopping Center. Take #70 or #80 to San Rafael hub (C. Paul Bettini Transit Center). Transfer to #40 or 342 to El Cerrito and connect to Vallejo Transit.

At El Cerrito Del Norte transfer to #80 Vallejo Transit and pay \$2.25 more with GG transfer to Vallejo.

Runs every 15 minutes to El Cerrito, 30 minutes from El Cerrito Del Norte to Vallejo.

Took approx. 30 min to plan trip via phone call to GG Transit. Asked questions from drivers during route.

Section 2: Travel

2. First I acquired Golden Gate Bus/ Ferry Transit Guide, which was too much confusion so speaking to the driver proved to be the most helpful in destination routes.

No problem boarding the buses. Simply asked the driver for cost/ information re: transfers along route. Paid \$4.80 @Tiburon.

3. Paid \$4.80 at Tiburon start point with punched transfer to Strawberry to San Rafael to El Cerrito Del Norte to Vallejo. Each driver was very helpful with transfer information.

4. Paying/ transfers went smoothly with travel experience rather comfortable.

5. Tiburon to Strawberry transfer: 20 minutes, Strawberry to San Rafael hub: 30 minutes, San Rafael hub to El Cerrito: 45minutes, El Cerrito to Vallejo: 30 minutes.

Section 3: Transit Connections

1. If I had to rely on the GG transit guide, I'd be so lost—very confusing with too much information—easier to ask driver along route.
3. Additional fare of \$2.25 from El Cerrito to Vallejo (discounted \$1.50 with GG transfer). El Cerrito del Norte to Vallejo took 30 minutes. Return trip from Vallejo starts at York/ Maria downtown #80 to El Cerrito. Paid 3.75 to Vallejo transfer to Golden Gate. Transfer fare reduced by \$1.50, normally \$4.80, paid \$3.30.

Section 4: Transit hub or Main Transit Station

1. The hub experience was not very bad—helpful person there (information center) gave direction for transfer, connections.
5. The least enjoyable part of the trip was having the feeling of being lost and needing to ask people for information on which platform to take which direction. Lots of activity. Intimidating! The hub seemed as efficiently planned as possible and helped my novice bus passenger experience be less eventful.
6. Hub experience was too hectic for me as a first timer, but it would probably become more routine if I took the bus daily.

Name: Laurette Garcia

Travel Route: Take NON BART public transit from your home on Fillmore to the SF/E Station. Transfer (maybe more than once) to arrive San Rafael.

Date of Travel: 9/22/05

Start Time:

4:00 p.m. from home. Took 4:55 Ferry to Larkspur. 5:30 bus to San Rafael.

Section 1: Trip Planning

1. and 2. At first I had no idea how to get to San Rafael by public transit. I asked my housemate and she suggested a ferry. Then I consulted trip planner on the internet. It gave me various options including a non stop bus, BART trains and a ferry/ bus combo.

3. It took me about 45 minutes to plan the entire trip.

Section 2: Travel

1. Waiting: I did not have to wait until I got to the Ferry Terminal at Embarcadero. I didn't mind waiting though because the Ferry Building was nearby and I was able to get coffee. Once on the ferry I waited about 5 minutes until it left.

2. Boarding: Bus: It was crowded and I did not find a place to sit. MUNI: Easy and no crowds. Boat: Great. I was surprised because I did not know I would be dealing with homeland security. Bus: No problems, I just walked up stairs.

3. Ticket: Bus/ MUNI: I have a fast pass so I just showed it. Boat: I bought a round trip ticket \$12.90. There were no lines and it was easy. Bus: the driver told me that because I took the ferry I didn't need to pay.

4. Experience: The entire thing was really good. I especially liked the ferry because I sat outside most of the time and the view was nice. Inside the seats were comfortable. The bus was very comfortable as well. Riding through traffic was slightly annoying.

5. 22 Bus: 6 minutes. MUNI: 20 minutes. Ferry: 20-25 minutes. Bus (29)-

6. I had all the info I needed.

Section 3: Transit Connections

1. Making the connections was not at all difficult. Signs were prominent.

3. I waited about 10 minutes to catch the ferry and 5 minutes to catch the 29.

4. I did not pay an additional fare for the 29 to San Rafael.

5. I had plenty of info and was not confused. As soon as I left the ferry, I walked toward the parking lot. I immediately saw the BUS sign and it had all the info I needed about which bus to catch.

6. The only thing I was unsure about was which GG ferry terminal was for Larkspur, the one on the left or the right. I asked an employee of the building and he pointed me to the right direction.

Section 4: Transit hub or Main Transit Station

1. There were two hubs I went to, the ferry building and the main San Rafael bus station. At the Ferry building I noticed the security the most. The bus station was just a huge outside where lots of buses came and went.

2. Both hubs were fine.

3. At the Ferry building I did not have enough info @ front because there were no signs that tell you which side is for Larkspur. Or if there were signs, I did not see them. I ended up walking all the way to the wrong ferry at first.

4. I liked getting on the ferry but did not like waiting in lines. I didn't like the fact that the bus hub seemed intimidating. But I didn't have to transfer so it didn't matter.

5. More Signs!

Name: David Sequera

Travel Route: Take NON BART public transit from Daly City to SF/E. Transfer maybe more than once to arrive in Emeryville.

Date of Travel: 9/28/05

Start Time: 1:30 p.m.

Section 1: Trip Planning

1. and 2. I planned my trip by asking friends that I knew that took public transit daily. After gathering some information I planned out my route.
3. It took about one day to plan my trip.

Section 2: Travel

1. As I waited for transit, people were going about their business, moving from one end to another to catch a bus or get on BART. I really didn't have time to observe much because my bus came quickly.
2. Boarding the bus was pretty fun. It was a long, long time since I boarded a bus and old memories began to come back from when I took the bus to school. The MUNI train was a first for me. I have always wanted to take it but never had a reason to until today. It was a lot cleaner than I expected. But the ride was surprisingly "jerky". During the MUNI train ride, the train stopped abruptly and a passenger bumped their head on a pole. She looked fine but she pressed the driver to call an ambulance and everyone had to get off to catch another train. We waited for half an hour then got another MUNI train that dropped me off at Embarcadero. From there I took BART to Macarthur Station, very uneventful. From Macarthur I took the shuttle that led passengers to Emeryville as no cost. The shuttle was called "Emery-Go-Round".
3. Buying BART tickets surprised me because fares seem higher than what I expected and I was able to use a transfer to get on a MUNI train.
4. Pretty fun Experience!
5. The different section of my trip ran smoothly except for when I took the MUNI train. That took the longest.
6. I pretty much had all the info I needed but what I forgot to get information for was the time MUNI ran.

Section 3: Transit Connections

1. I found it very easy to make my connections. As soon as I got off one transit the other was only nearby.
2. The only time I really had to wait was when the MUNI train got into that problem with that passenger. Other than that the longest I waited at each stop was no more than 10 minutes.

3. The only additional fare I paid was on BART. Other than that I used a transfer.
4. No. I didn't have a direct destination of where I had to stop. I just got to the City and came back home.
5. No. I was not confused at any point.

Section 4: Transit hub or Main Transit Station

1. The feature I noticed first was the gloominess. Although I really didn't have the time to notice much the lack of light was all I remembered.
2. Nope.
3. It felt weird because it was the first time I got off the MUNI train and as soon as I got my BART ticket, my train at Macarthur had arrived.
4. Somewhat. I still didn't know where in Emeryville I was to go. But I found it fun not knowing.
5. I liked how everything was there for me. Meaning any info I need to check I found it next to where I purchased my ticket.
6. Not sure.

Name: Ruth Hughes

Travel Route: From the Sunset neighborhood in SF (home) take NON BART public transit to SF Embarcadero Station. Transfer, and go to downtown Berkeley.

Date of Travel: 9/22/05

Start Time: 9 :15am

Section 1: Trip Planning

I thought about how to fulfill the needs of the study and design an interesting travel plan. I chose to take the MUNI (N Judah) train from my home to the Embarcadero BART station and walk half a block to the Ferry Building and take a ferry from San Francisco to Berkeley or Oakland, transfer to a bus in Berkeley/Oakland to downtown Berkeley and return to San Francisco by AC Transit Transbay F bus, ending my trip by taking a MUNI bus to my home.

I searched the internet first, I went to eastbayferry.com looking for a ferry to Berkeley. Twenty minutes later I realized the ferry does not go to Berkeley, but does go to Oakland/Alameda.

Section 2: Travel

9 :15am I walked 5 minutes, north on 34th Avenue from my home to Noriega and Judah where I caught the N Judah to the Embarcadero Hub. The train arrived at Embarcadero at 10 :00am. I stopped to have my picture taken and proceeded to the escalator to Market Street. From there I walked to the Ferry building.

10 :05am I arrived at the Ferry Building, and stopped at the Sausalito / Tiburon ticket booth, where I asked for directions to Pier E where the Oakland / Alameda ferry departs. The posted schedule on a kiosk in front of Pier E shows the departure at 10am. There was not one other individual at the pier. Thinking I had missed the 10am departure, I decided to find an alternate departure site. The posted schedule directed me to Pier 41. I returned to the Sausalito / Tiburon ticket booth. The individual working there was very cordial but not sure about how other ferry systems work because they are different companies. She did give me accurate information about how I could take a trolley to Pier 41 for the Oakland / Alameda ferry, which stopped directly in front of the ferry building traveling north to Pier 41, a mile up the road.

Remarkable about that short trip was that I needed to ask the conductor about how to get a seat as a senior. A 5 year old boy and 7 year old girl occupied the senior seats, The rear of the trolley had at least ten empty seats. The children's parent immediately scooted the children off the seat once I asked, 'What are the consequences of not adhering to the federally posted law about relinquishing seats to seniors?' The driver was courteous and responsive once I made a point about wanting to sit. He also said, because I do not look like a senior, that I need to show ID when boarding to ask for a seat. He went on to say that most people do not read the signs.

10 :30am I arrived at Pier 41. The posted schedule at Pier E listed departure at 11 :00am.

12noon It was on time. It did return to Pier E where it took on six passengers. The trip to Oakland is worth any inconvenience of wrong schedule or back tracking. The weather, 72 degrees, sunny, clear blue sky, 10-15 mph winds. The ride was pleasant and seating was abundant.

1:00pm I arrived at Oakland Embarcadero Pier after a brief stop (less than 5 minutes) in Alameda. At the Oakland Embarcadero Pier, there were no directions given about transportation for connecting transit to Berkeley. Travelers need to ask for directions. I asked the ticket taker on the ferry who said, when I got off the ferry I should turn right off the ferry, walk two blocks to Broadway and Embarcadero where I could catch a bus to downtown Oakland.

1:15pm I arrived at Embarcadero and Broadway, waited 15 minutes, a bus arrived and I rode to 12th and Broadway where I waited for the transfer for a bus to downtown Berkeley.

1:30-1:45 I waited for a bus to downtown Berkeley. The trip from 12th and Broadway to Berkeley was the longest, most arduous part of the trip. I arrived in Berkeley at 3:00pm.

3:00pm-4:15pm Lunch

4:20pm I departed on ACTransit F. I arrived at the Transbay Bus Terminal at 5:20pm, walked back to the Embarcadero hub and took the MUNI 71L 34th Ave and Noriega in the Sunset District. I arrived home at 6:00pm.

Section 3: Transit Connections

- Difficult connections? Yes- the ferry, having a human available to provide info or at least an up to date schedule. I had to wait two hours from MUNI-Ferry
- Fares: N Judah – 50cents, Ferry \$3.25 they gave transfer to local ACTransit. Return F- \$1.75, MUNI 50cents.
- All the connections were easy. The longest wait for a bus or train was 10 minutes.

Section 4: Transit hub or Main Transit Station

- Embarcadero was clean and organized.
- All drivers and agents were courteous and tried to be helpful.
- Drivers and agents were not familiar with other transit services. Other riders filled in and gave info when needed.
- Lack of adherence to senior seating everywhere except the Ferry.

Appendices Part C – Improving Customer Use of Transit Information

San Francisco October 26, 2005

PARTICIPANTS San Francisco - Wednesday, October 26, 2005					
#	City	Gender	Age	Race	Frequency of Transit Use
1	San Francisco	M	18-35	White	Reg
2	San Francisco	M	18-35	African American	Reg
3	San Francisco	M	35-45	Asian	Infreq
4	San Francisco	M	55+	Chinese	Reg
5	San Francisco	F	18-35	Mixed - White/ Latino	Reg
6	San Francisco	M	35-45	Asian	Reg
7	San Francisco	M	35-45	Latino	Reg
8	San Francisco	F	18-35	Latino	Infreq
9	San Francisco	M	18-35	White	Reg
10	San Francisco	F	18-35	African American	Reg
11	San Francisco	F	35-45	White	Reg
12	Daly City	M	18-35	Latino	Reg
13	San Francisco	M	18-35	White	Infreq
14	San Francisco	F	35-45	White	Infreq
15	San Francisco	F	46-55	black	Infreq

Section 1 Introduction

1) How often do you take public transit in the Bay Area?

- Three times a week
- At least twice daily (to and from work)
- Every day 3 to 4 times
- 6 days a week
- About twice a week
- Almost every day
- Daily
- Rarely

- 2-3 times a month
- A few times a week
- 10-25 times monthly. Depends on when I need it.
- Approximately 1-2 times a month.
- Every weekday, some weekends
- Twice per month.
- At least once – twice a week.

2) Are you more likely to use public transit during the week, weekend or both?

- Both depending on time and finances
- More likely during the week, but usually both.
- Both x 6
- Weekend x 4
- During the week x 3

3) What is the typical purpose of your trip when you use public transit? Please check one.

Purpose	Count
Travel to / from work	8
Travel to / from school	1
Business travel	4
Visit family or friends	4
Shopping / errands	8
Leisure/recreation	8
Other: Large events (fireworks, street festivals, parades, etc.)	1

4) What types of transit or operators do you use? (Name all that apply)

- MUNI – bus or trains; BART – faster, but only runs from Mission
- I primarily use the MUNI, while sometimes frequenting the BART.
- BART, MUNI x 8
- MUNI, BART, cable car (bus and train)
- Light rail / MUNI / F.
- MUNI, BART, AC Transit
- BART
- MUNI, BART, Samtrams

5) Assume you had to take public transit to an unfamiliar location. Where would you go for information and how would you go about planning your trip?

- Google BART or MUNI SF

- I would look for an SF MUNI.com and use the trip planner.
- SF MUNI website, BART website, maps/Yahoo
- 511 trip planner
- 511.org and maps
- Call MUNI operator and ask for line and directions, and use 511 for time of arrival.
- Website of the operator or the map at the terminal
- Internet or call
- Their website
- 673-MUNI or transit 511.org
- Depending on what public transit I take, I use their planner online to scope it out.
- The web, friends, station
- Transitinfo.com
- Internet x2

6) How important is 24-hour access to transit information for you. Please rate on a scale of 1-5 (1=Not Important and 5=Very Important).

Rating	Count
1	0
2	1
3	0
4	3
5	11

Comments: Very important for the weekends, for people overcrowding the city

7) If 24 hour access is important to you, please check which method you prefer:

Method	Count
Web	10
Phone	5

Note: One respondent checked both methods; one respondent checked neither.

8) When you are ***away from the station or transit hub***, please identify the information you need and choose a letter that matches the source of that information.

Information	A-Web access from home or work	B- Web access through pda or cell phone	C- Phone- recorded message	D- Phone- live operator	E- Printed map or schedule	F-Ask a friend or colleague who uses transit regularly	G-Other-please describe:
Schedules	8	1	0	4	3	0	0
Identify which bus/ train to take	5	0	0	5	6	0	0
Location to board transit	4	0	0	3	6	1	1 - Ask bus driver
Location to make transfer	5	0	1	4	6	0	1 - Ask bus driver
Real-time arrival predictions	6	1	2	3	2	1	0
Fares	6	0	1	1	4	2	0
Other:	0	0	0	1	1	1	0

Note that some respondents marked more than one source for each type of information. Also, when respondents selected “other” they didn’t always describe what that referred to.

9) When you are ***at the station or transit hub***, how do you prefer to get your transit information? (Please check all that apply.)

Transit Information	Count
Signage and maps posted in station	14
Information kiosks	13
Agency display cases	4
Ask an operator (or person in uniform)	11
Ask other riders	7
Web via cell or pda	0
Phone (cell or pay phone)	0
Announcements made by station agents	12
Other: please describe	0

10) Are you currently able to get transit information when you need it? If yes, how do you get your information?

- Yes, via internet
- I don’t need it very often, but when I do, it’s SFMuni.com and then Nextbus.com.

- Usually by phone
- Yes – online or at the station
- Yes – web and printed maps; no - MUNI real-time arrival predictions
- Call MUNI operator or 511
- Yes, generally I call the agency (i.e. BART or MUNI)
- Internet
- Via telephone or web
- Web and/or printed map/schedule
- Yes, on the web, as printed schedules
- Transitinfo.com, ask bus drivers, look at MUNI maps at bus shelters
- Yes, on the web.
- By brochures or internet.

11) In general, how important is it to be able to get information about travel alternatives or options such as different modes of travel or other transit operators?

- Somewhat
- Not. I don't need much else than MUNI.
- Very important x6
- Very important – traffic congestion and environmental concerns make us need alternatives
- Very important. Not always aware of alternative methods.
- Would be nice.
- Important
- I mostly use MUNI and BART only within SF so I don't really need other info.
- Moderate importance. Will reconsider using car depending on access and ease of use.
- Very important, since lots of times traffic makes it harder for arrivals and use of privately owned vehicles.

12) Are you familiar with or have you heard of

	Yes	No
511 (phone)	13	2
511.org (web)	12	3

13) Have you ever used the phone number, 511? If yes, please provide 2-3 words describing your experience.

- Time of arrival was accurate, but voice recognition was hard to understand me.
- Somewhat useful, not a lot of detail
- No, but I've called MUNI directly

14) Have you ever used the websites, 511.org or transit.511.org? If yes, please provide 2-3 words describing your experience.

- Easy, simply laid out
- Quick, helpful, efficient
- Great, bike routes
- Not used website, but used 511 on cell phone.
- Yes, to order Fastrack.
- Very good experience, intuitive path
- Kind of inaccurate in relation to bus stops that are in walking distance.
- Very good.
- Useful for predicting bridge traffic but not always up to date – hard to navigate to region outside immediate Bay Area (i.e., Tahoe).
- Informative, (slightly) cumbersome

Section 2 Signage

1) On a scale of 1-5, how helpful is the signage at the station you use most frequently?

Rating	Count	Stations Named
1	2	9 th & Market, Chestnut, Webster
2	2	Civic Center, 16 th & Mission
3	2	Powell, Embarcadero
4	5	24 th Street, Embarcadero, Van Ness, Glen Park, MacArthur, Rockridge, 12 th Street, Montgomery
5	4	Daly City, Montgomery, Powell, Embarcadero, Civic Center

2) Please rate the adequacy of the following types of signs you find at the station you use most frequently. H = more than adequate, M= adequate and Low = inadequate.

Type of Sign Encountered	Count and Stations Named		
	H	M	L
Signs identifying the station and transit operators	4 24 th & Mission, Powell, Embarcadero, Daly City	5 Civic Center, Embarcadero, Glen Park, MacArthur, Rockridge, Montgomery, 16 th & Mission	4 Daly City, Montgomery, Powell, Embarcadero, Chestnut/Webster MUNI
Directional signage for moving around or entering and exiting the station	0	11 24 th & Mission, Powell, Embarcadero, Civic Center, Daly City, Montgomery, Glen Park, MacArthur, Rockridge	3 Civic Center, Chestnut/Webster MUNI, Embarcadero, Powell, 16 th & Mission
Signs that identify where to board or wait for transit	3 24 th & Mission, Embarcadero, Powell, Daly City	8 Powell, Embarcadero, Civic Center, Daly City, Montgomery, Glen Park, MacArthur, Rockridge, 16 th & Mission	3 Civic Center, Embarcadero, Chestnut/Webster MUNI
Signs that identify when your next train/bus is arriving	6 24 th & Mission, Powell, Embarcadero, Daly City, Montgomery, Civic Center	5 Civic Center, Embarcadero, Glen Park, MacArthur, Rockridge, 16 th & Mission, Daly City	3 Civic Center, Chestnut/Webster MUNI, Montgomery
Others:	0	0	1 Chestnut/Webster MUNI

Comment re. "Others:" There are no signs.

3) Do you think it is important that signs are consistent (look similar) between different transit agencies?

Yes	No
11	4

Note that one respondent marked both yes and no.

4) Please tell us why you answered as you did.

- Yes, important, so you're not looking around for the same info but from an unfamiliar sign.

- Yes, uniformity causes easier use.
- Yes, you may have a need to get off the next stop. It's always good to have some familiarity in your travels.
- Yes, it makes it more comfortable to easily discern where I am on a map or where I need to go when I am already familiar with the set-up.
- Yes, easier to find and process information that is consistent at different stations / saves time.
- No, you need to distinguish each different transit.
- Yes, efficiency.
- Yes, quicker to find information if it is presented consistently. Know how to look it up easier.
- Yes, if I am in an unfamiliar area, I want consistency.
- No, I usually find what I'm looking for. I have used public transit for many years.
- Yes, makes it easier to negotiate different transit systems.
- No, I like to have some way to know immediately what transit system I am looking at. They should not be identical.
- Yes and no. For ease of travel, it would be nice if signs were consistent. But each system's signage identifies and reminds you of the system you are on.
- Yes, better ease of use – intuitive.
- Yes, without signs there will always be the necessity of asking others.

5) The facilitator will show you a board displaying transit information. In response to the board:

5a) What do you like about the first display?

- I like the key, laid out route clearly
- It's colorful.
- It reminds me of an NYC subway. I like the color differences (map color coding).
- The schedule/times are always helpful. The map indicates the route.
- It incorporates various transit agencies.
- Landmarks / colors – would be good if you had printed versions to plan trip prior to getting to station
- Shows path routes.
- Good micro/macro perspective
- Shows the general area. Colors vary per agency (color coding). Landmarks.
- Gives a global view along with a micro view
- Color coding
- It's good – starting point from in this case Palo Alto station and how the transit system works.
- Colorful, detailed, comprehensive, easy to use, list 511 info, landmarks
- Local area map always helpful at destination.
- Shows travel options available – might be inclined to take alternative transportation.

- Colors, legend.

5b) What do you dislike about the first display?

- Maybe too much border but otherwise ok
- It's a little busy.
- Nothing in particular.
- Needs colors to differentiate the times.
- Too confusing.
- Overwhelming amount of information – didn't know where to start
- Not clear on line and transit numbers.
- Good micro/macro perspective but it's missing the in-between.
- Can seem a little overwhelming.
- Global view is a little busy.
- Kind of confusing look like an NYC map in relation to size.
- Why downtown San Jose and not SF? Regional map not detailed enough to be useful. No indication as to which is the slow route, fast route.
- I want to see all options in each picture (Caltrain, MUNI, BART), not individually.
- I think graphics can be better, I think it needs transfer information.

5c) Is the information helpful or complete? If not, what information is needed?

- Yes, I feel like if you're able to read maps it's ok
- Simplify it.
- Make clearer the times available on weekends as well as weekdays and holidays.
- More complete, but less useable. There is almost too much information displayed.
- I would place the maps in different locations within the station with signage directing people to regional map, etc.
- Not complete, stops need to be more visible
- Yes, but no. More local area detail
- Distance marker – 1 mile
- Helpful
- Yes – doesn't show how to get to some popular places (City Hall, for instance).
- Want to know how they overlap in detail.
- Times, schedules, transfer points.

6) The facilitator will show you a board displaying transit information. In response to the board:

6a) What do you like about the second display?

- Laid out/spaced out cleanly and clearly
- The schedule/times are always helpful. The map indicates the route.
- More concise and I like the map of the station routes.
- Schemata of station, destinations (i.e. Stanford Shopping Center), arrival times/estimates
- Tells times and destination
- Bus scheduled times and routes
- Location of boarding areas
- Landmarks for position inside/outside of station
- Time increment, color coding
- Time schedule
- Schedule detail
- I like to have a schedule with exact times or accurate estimates.
- Seems easy to use and gives reference to popular destinations like the large picture for Caltrain bus stops.
- It's smaller, less operators to worry about or scramble to figure out times.

6b) What do you dislike about the second display?

- Obviously could be bigger and a complete grid, i.e. no spaces
- Not visually simple.
- Too many words and too many lines
- Nothing particular
- Not enough information, not easy to read
- Reconciling different modes of transportation / connections would take some study.
- No exact time of arrival.
- Needs colors to differentiate the times.
- It needs to be displayed in actual size for people to experience it.
- Not intuitive, boring, map is confusing, I like to see a timeline (5:30, 6:30) not intervals.
- The big grid of time increments – think it could be simplified to i.e. every 15 minutes
- Colors to makes a difference.

6c) Is the information helpful or complete? If not, what information is needed?

- The information is both helpful / complete
- Seems complete.
- Lines on the schedule would be helpful.

- Very helpful.
- Need to shade lines in the table
- Helpful.
- Make clearer the times available on weekends as well as weekdays and holidays.
- Time schedules are always good.
- No – doesn't give you actual times – just intervals between buses/trains.
- It seems complete.

Section 3 *RealTime Information*

1) Do you use or encounter RealTime information during any part of your trip? (Check all that apply.)

Type of RealTime Encountered	Count
Electronic displays at train stations or bus stops	15
Web site accessed at home/work or via pda	3
Call 511 on phone	2
Call transit agencies by phone	1
Updates provided by TV or radio during commute hours	4
Others:	1

Others: station announcements, kiosk display on buses.

2) Please rate on a scale of 1-5 how helpful you find RealTime information. (1=Not Helpful, 5=Very Helpful)

Rating	Count
1	0
2	1
3	3
4	3
5	8

3) If you find RealTime information helpful, please tell us how it is helpful to you.

- It's great having a schedule but rush hour is quite different.
- Next bus saves me time during non-peak hours. Less wait.
- To know that I will arrive on time and know when departure is.
- Helps plan your trip better.
- Next bus – is not accurate, consistently. BART real time is accurate. MUNI at station is somewhat accurate.
- This way you can prepare to the minute your time of arrival and train.
- Knowing when buses/trains arrive or how to connect to another train/bus. Report any delays
- Gives you a sense of how long you will be standing there. I can make a call if I know I will have enough time.
- It adds to my punctuality.
- Because you know exactly when it will arrive.

- Well...it gives me the info I need about how long I'll be waiting. I can then decide if I want to take that system or another.
- For BART it's accurate.
- It helps know when you will leave. It helps avoid certain areas.

4) RealTime information can be provided in several ways. Please rate your preference for receiving Real Time information: (1= least preferred and 5 = most preferred)

Type of RealTime Info	Count per Rating					
	1	2	3	4	5	✓ instead of rating
Electronic displays at train stations or bus stops	1	1	0	0	11	2
Web site accessed at home/work or via pda	3	0	4	3	2	1
Phone	1	2	5	1	4	0
Updates provide by TV and radio during commute hours	5	1	4	1	1	0
Station announcements	0	1	3	4	5	1
Other: please describe	0	0	0	0	0	0

Comment: Station announcements helpful only if you can understand it.

Note: "Electronic displays" received two check marks without a rating, "web site" received one check mark without a rating, and "station announcements" received one check mark without a rating. Also, not all respondents used all five rating numbers.

5) Where should Real Time services that are provided by electronic display be located to be most helpful to you?

- Both outside the station and at the platform.
- Where they already are.
- When you enter a station or in the bus shelter.
- Above MUNI and BART train platforms.
- Above the platforms; on entrance ways/stalls
- On platform
- All throughout the station
- At entrance so you can make a decision to proceed or not, and at platform.
- As you walk into station and on platforms.
- Near the operator, exit or posted by the advertisements.

- Electronic displays specific to transit systems like BART are different than MUNI, CAL trains
- Where you board the train and right when you get into the station.
- Before you go down to a particular operator's platform – i.e., at street level in the station so you could make an informed choice between BART and MUNI.
- At the platform.
- Billboards, screens, public announcements.

6) If RealTime information includes multiple agencies are listed, how should the information be organized? Do you want to see arrival predictions sorted by agency or by the next vehicle approaching? Other ideas?

- By location, i.e. in SF MUNI should be first, Oakland should have BART first, etc.
- Either or. Though the current (next arriving) seems to be helpful.
- Alphabetically.
- An individual sign per agency, and then arrival predictions by incoming vehicle of said agency.
- By next vehicle approaching and different colors
- By next vehicle
- By agency. Show delays or problems with connections, agencies or routes affected by events.
- Sorted by agency x2
- Electronic display of various public transit systems.
- By next vehicle approaching.
- By color on the same map. Both – next vehicle by color.
- By agency in order.

Section 4 Transit Signage- Existing

1) On a scale of 1-5, how easy is it to find your way from/to your transit connections at the hub or station you use most frequently? (1=Very Difficult, 5=Very Easy)

Rating	Count
1	0
2	1
3	3
4	3
5	8

2) Are there enough signs to help get you to your connecting service or destination?

Yes	No
8	5

Comments:

- Enough signs but they need to be clearer.
- No – depends on what I'm connecting service

Note that not all respondents answered this question.

3) If no, where should they be located?

- They could be more prominent
- More signs for MUNI
- On all levels and entrances
- Entrances, etc.
- Mostly it's bus stops that are confusing. BART/MUNI-metro signs are adequate.

Slide	Impressions of current conditions - before	Impressions of alternative -after	For each slide, please rate (check one):		
			Acceptable	Not acceptable	Preferred
A1	<ul style="list-style-type: none"> ▪ Dingy ▪ Not bad ▪ Not very identifiable ▪ Dull, unidentified ▪ Fine ▪ Not clear ▪ Cluttered – not sure what I’m looking at ▪ Looks like liquor store ▪ Not very clear ▪ Looks like a cappuccino stand. ▪ Looks barren ▪ Ugh, ugly, where’s the info? ▪ Sign is old-fashioned ▪ Don’t know it’s a transit hub. ▪ Needs different colors. 	<ul style="list-style-type: none"> ▪ Like it – THE SIGN ▪ Little easier to read. ▪ The lettering on top is helpful, but could use some sp ▪ Title of transit center improves visibility and therefore ▪ Better ▪ ID is easy to see ▪ Better but not enough on street level ▪ Clearer what the building is. Needs more signage. ▪ Much better – clearly marked ▪ Obvious ▪ Transit center ▪ Better – not visible from street. ▪ “Transit Center” not an inspiring term. ▪ Better, but would add symbols for all modes available ▪ available. ▪ More recognizable 	9	2	3
A2	<ul style="list-style-type: none"> ▪ The standard ▪ No impression ▪ You only know that it’s an entrance to sub-trans ▪ Fine ▪ Not many descriptions ▪ No sign ▪ Okay but nothing great ▪ Sign not very readable. ▪ What I am used to ▪ I usually know because of prior years riding ▪ Looks normal ▪ Hard to see – not big enough. ▪ No sign ▪ Going to MUNI/BART ▪ Needs signals 	<ul style="list-style-type: none"> ▪ Much better ▪ Better ▪ MUNI sign should refer to underground but sign is h ▪ can be seen from afar. ▪ Adds info/visibility. ▪ Better, big signs ▪ More distinguishable ▪ Better (color simplicity) ▪ Somewhat better. Definitely clearer. ▪ Helpful but needs arrows. ▪ Combo sign ▪ Better – easily identified. ▪ Very informative! ▪ Better for tourists. ▪ Better, for tourist, transfer 	5	1	7

Note: One respondent commented on but did not rate this slide.

Slide	Impressions of current conditions - before	Impressions of alternative -after	For each slide, please rate (check one):		
			Acceptable	Not acceptable	Preferred
B1	<ul style="list-style-type: none"> Looks ok No impression Not visible (signs) Ok as an exit. What do I do? No direction of line – sign not seen Vague – not very good Directions are not clear – too small. What I am used to Very vague. Sparse No info Easy to get out and in. Needs signs 	<ul style="list-style-type: none"> Considerably more informative Much better Very bright obvious signs. Definitely preferred. Much better – color codes, helpful, directional Bright with arrows / busy Easy to see different line A little cluttered but better Color is more visible but still a little confusing Significantly better. Very good. Yellow good. Very noticeable Much better Great – shows alternatives that I wasn’t aware of. More visible. 	5	0	7
			Note: One respondent commented on but did not rate this slide; one respondent neither rated nor commented on it.		
B3	<ul style="list-style-type: none"> Standard simple No impression Old – antiquated Plain, looks antiquated Wheelchair accessible No directions Confusing Too small Bare bones Confusing Sparse Terrible But what’s at tracks? Where does it go? Needs more light 	<ul style="list-style-type: none"> Clear compact high bright Much better - the digital sign. Lots of info, more organized. Scale of 1-10 – “20.” More modern To San Francisco More info & easy to read Like the real time info. Disabled sign takes up space. Sign is larger, illuminated, direction (to SF) Clearly marked. Destination is clear. Very directional and accurate. Illuminating Much better – clearer. Answers previous questions. Easy to read. More information 	5	0	7
			Note: One respondent commented on but did not rate this slide; one respondent neither rated nor commented on it.		

Slide	Impressions of current conditions - before	Impressions of alternative -after	For each slide, please rate (check one):		
			<i>Acceptable</i>	<i>Not acceptable</i>	<i>Preferred</i>
B6	<ul style="list-style-type: none"> ▪ Clean I like it ▪ No particular impression ▪ OK ▪ Generic sign ▪ Adequate ▪ Ok ▪ Sufficient ▪ It works for me ▪ 	<ul style="list-style-type: none"> ▪ Not necessary ▪ So-so ▪ Visually more appealing. A better improvement. ▪ Slight improvement ▪ Better for learning disabled / foreigners ▪ More easy to read logo. ▪ Better ▪ Signs are recognizable ▪ Marginally better ▪ Not much better ▪ No better. ▪ Better graphics, colors 	6	3	2
			Note: One respondent commented on but did not rate this slide; one respondent neither rated nor commented on it.		
B7	<ul style="list-style-type: none"> ▪ I like the original ▪ Normal ▪ Doesn't stand out particularly ▪ Ok; a little dark ▪ Familiar ▪ Generic ▪ Not enough ▪ Little unclear ▪ Not helpful ▪ Dreary ▪ Sparse ▪ OK ▪ Hard to distinguish between information. ▪ It works 	<ul style="list-style-type: none"> ▪ Like it equally with the first – eye catching ▪ Much better – improvement ▪ More info, colorful. Amtrak is missing. Like it much ▪ Much better; clear, distinct, yellow → directions. ▪ Like the # of blocks ▪ More info & color ▪ Gaudy but has more info ▪ Color is distinctive, more clear, avoid a “Las Vegas” l ▪ Much better, draws more attention to it ▪ Simplistic and yellow is a plus. ▪ Illuminating ▪ <u>Much</u> better, clean, colorful ▪ Like the use of symbols. Looks modern, can easily di ▪ between modes & variety of transportation. ▪ More colors, better graphics 	3	1	7
			Note: One respondent commented on but did not rate this slide; one respondent neither rated nor commented on it; one respondent voted “neutral.”		

Slide	Impressions of current conditions - before	Impressions of alternative -after	For each slide, please rate (check one):		
			Acceptable	Not acceptable	Preferred
C1	<ul style="list-style-type: none"> ▪ Not good ▪ No impression ▪ Info is very bleak, not as obvious ▪ Not great definition of current platform ▪ Numbers are confusing ▪ No direction ▪ Horrible ▪ Signage too small ▪ Confusing to inexperienced rider ▪ Looks like a parking lot at airport. ▪ Sparse ▪ Confusing ▪ Vague info. Guessing numbers are the bus lines ▪ It needs improvement, better signs. 	<ul style="list-style-type: none"> ▪ Very good, more clear ▪ Confusing ▪ Separates the routes. I like it overhead, but info is still clearer directions. ▪ Much clearer as to what direction is needed, but need ▪ Misleading ▪ More easy to read and bright ▪ Good info – confusing ▪ Much better color, overhead signage, illuminating platform ▪ Slight improvement – don't know I'm on Platform "E" ▪ Confusing ▪ Illuminating ▪ Needs to say Platform B ▪ More consistent in the way you'd find at train station ▪ More directions 	3	7	2
Note: One respondent commented on but did not rate this slide; one respondent neither rated nor commented on it.					
C2	<ul style="list-style-type: none"> ▪ Not clearly marked ▪ No impression ▪ Signs are not obvious for shuttle ▪ OK ▪ Not sure what the bus is ▪ No directions ▪ Not readable ▪ Lack of signs ▪ Not clear ▪ Nowhere land... ▪ Sparse ▪ Very confusing – no signs ▪ There's a lot of different bus times. ▪ Bigger sign needed 	<ul style="list-style-type: none"> ▪ Prominent, much better ▪ Better ▪ Great large sign. Free shuttle sign – very large. ▪ Much clearer color, scheme of bus & nice size. ▪ Like "free" – like dash w/out red swish ▪ Easy to read direction ▪ Catches the eye ▪ Confusing. Sign = nice & large. Must be visible from ▪ Very clear, can see from distance. ▪ Free shuttle is good. ▪ Illuminating ▪ Much better ▪ Love symbols and color consistency and lack of clutter ▪ Big improvement, more info. 	6	0	6
Note: One respondent commented on but did not rate this slide; one respondent neither rated nor commented on it.					

Slide	Impressions of current conditions - before	Impressions of alternative -after	For each slide, please rate (check one):		
			Acceptable	Not acceptable	Preferred
D1	<ul style="list-style-type: none"> Too small No impression Not very visually appealing, too much info. Poor Never have used this display Too confusing Too cluttered Too much info, too small What I am used to Very dated Sparse Small, cheesy It works. 	<ul style="list-style-type: none"> Easier to read I enjoy the map as well as scale. My favorite. Large scale info. Good boarding info. Much better; clean, concise, separated Easy! Easy to read More graphically easy to read – lets you know where you are Easier to read. Scale. Orient yourself within walking distance Better – gives a sense of scale. Easy to translate Illuminating Better, easy to read Want more info on route of buses available. Easier to read to distinguish information. It's better, easy to read. 	5	0	6
			Note: Two respondents commented on but did not rate this slide; one respondent neither rated nor commented on it.		
E1	<ul style="list-style-type: none"> Prefer this one No impression Interesting look for a panel. Lots more info. Very good Like this – can see where you're at Boring This actually is good, it just needs the actual time Too small. Like the information Very nice Modern Sparse Amateurish – very limited Can't tell right away it's a BART map. Hard to tell map. It's ok, it's really good 	<ul style="list-style-type: none"> Don't really like it I don't like the alternative as much Not different than what we already have. Like more info More concise as there is only 1 train from the station. Redundant / incomplete information Easy to see but need direction map Too simplified – would want this with the other sign Clear – large Not an improvement on first slide. Only gives information train. I like #1. Very definitive, informative. Not as much info Ok. Would like to see all transportation by color, i.e. line with description and time. It is a bigger worded sign. 	1	10	1
			Note: One respondent commented on but did not rate this slide; one respondent neither rated nor commented on it.		

Appendices Part C - Improving Customer Use of Transit Information

East Bay, Oakland November 1, 2005

PARTICIPANTS East Bay - Tuesday, November 1, 2005					
#	City	Gender	Age	Race	Frequency of Transit Use
1	Oakland	F	18-35	Chinese	Infreq
2	Oakland	M	18-35	Asian	Reg
3	Oakland	F	18-35	Korean	Infreq
4	Richmond	M	55+	White	Infreq
5	Oakland	F	36-54	White	Reg
6	Oakland	M	35-45	Asian	Reg
7	Oakland	M	55+	African American	Reg
8	San Leandro	F	18-35	African American	Reg
9	Oakland	F	35-45	Asian	Reg
10	Oakland	M	18-35	Latino	Infreq
11	Alameda	F	46-55	Asian	Reg
12	Oakland	F	18-35	Latino	Reg
13	Alameda	M	35-46	White	Infreq
14	Oakland	F	18-35	African American	Infreq

Section 1 Transit Information

General comment: Please make BART 24 hours even if it is only 24th through MacArthur every 30 minutes! Thanks!

1) How often do you take public transit in the Bay Area?

- 2-3 times per month x2
- 2-3 times per week.
- 5 days a week x2
- At least 14 times a week.
- I take public transit 3-4 times a week.
- 6 times a week
- One to two times per week
- Once or twice a month.
- At least 5 days a week and sometimes more
- 7 days a week.
- 4-7 times a day.

2) Are you more likely to use public transit during the week, weekend or both?

- During the week x7
- Both x5

3) What is the typical purpose of your trip when you use public transit? Please check one.

Purpose	Count
Travel to / from work	8
Travel to / from school	1
Business travel	3
Visit family or friends	2
Shopping / errands	2
Leisure/recreation	3
Other: please describe:	0

4) What types of transit or operators do you use? (Name all that apply)

- BART, AC Transit x4
- BART, VTA
- BART
- BART, Bus, AC Transit
- BART, MUNI x2
- BART, AC bus, wheels
- I use BART and sometimes AC Transit.
- AC Transit, BART, MUNI, Caltrain, VTA, County Connection, Samtrans
- BART, AC Transit, VTA (bus), MUNI (bus and rail).

5) Assume you had to take public transit to an unfamiliar location. Where would you go for information and how would you go about planning your trip?

- Likely to try the transit sites on the internet first. Would check stations, times and fares.
- Internet
- Internet / homeweb site
- 2 websites of public transit and check maps
- Internet. I would get as much information as possible before heading to the destination.
- 1 hour (??)
- I would look at the BART schedules or the internet.
- 511, 511.org, 673-MUNI
- 511.org, Google search for the right transit authority.
- Either AC Transit or BART's website, depending on the trip location or access.
- 511 and ask the operator of whatever agency I needed in that particular city.
- BART website, or just go and use maps and information provided at BART stations and AC Transit stops.
- 511.org

6) How important is 24-hour access to transit information for you. Please rate on a scale of 1-5 (1=Not Important and 5=Very Important).

Rating	Count
1	0
2	0
3	2
4	2
5	9

7) If 24 hour access is important to you, please check which method you prefer:

Method	Count
Web	8
Phone	4

8) When you are *away from the station or transit hub*, please identify the information you need and choose a letter that matches the source of that information.

Note that some respondents marked more than one source for each type of information.

9) When you are *at the station or transit hub*, how do you prefer to get your transit information? (Please check all that apply.)

Transit Information	Count
Signage and maps posted in station	11
Information kiosks	8
Agency display cases	2
Ask an operator (or person in uniform)	6
Ask other riders	2
Web via cell or pda	1
Phone (cell or pay phone)	3
Announcements made by station agents	10
Other: please describe - Signs in bus, BART	1*

10) Are you currently able to get transit information when you need it? If yes, how do you get your information?

- Mostly online.
- I ask friends, look on web or ask people at station.

- Yes, via the web, or by station operators (BART)
- Maps, bus signs
- Don't know.
- Signage and maps posted in station.
- I would look at the schedule posted at the station.
- Most of the time web, phone, print collateral
- Yes. I use the web usually and plan ahead.
- Yes. Through email, internet and/or phone.
- 511
- Web access or telephone calls.
- Yes - web and phone.

11) In general, how important is it to be able to get information about travel alternatives or options such as different modes of travel or other transit operators?

- Often important.
- Very important x8
- Not very
- It is very important. Need to get to the destination.
- It's very important that alternatives are presented. Ideally, there would be a website where you input Point A to Point B and a script would cross reference all available transit lines to give you the most effective (cost & time) way to get there.
- Not important.

12) Are you familiar with or have you heard of

	Yes	No
511 (phone)	11	2
511.org (web)	8	5

13) Have you ever used the phone number, 511? If yes, please provide 2-3 words describing your experience.

- Used once a long while ago. Don't remember the features.
- Yes, it's not very good
- Yes, 511 is excellent. Great information on traffic.
- Great – when there's a live operator.
- Too many options.
- Excellent, fast, informative.
- Very efficient.

14) Have you ever used the websites, 511.org or transit.511.org? If yes, please provide 2-3 words describing your experience.

- Great – but I get different answers when planning my trip.
- Yes – use it all the time – currently no updated info on Bay Bridge closures though – BAD.
- Works wonderful.
- Excellent, fast, informative.
- Very user friendly.

Signage

1) On a scale of 1-5, how helpful is the signage at the station you use most frequently?

Rating	Count	Stations Named
1	0	
2	0	
3	6	El Cerrito, Fremont Station, Coliseum, Oakland West, Fruitvale, MacArthur, Montgomery, Antioch, Baypoint
4	3	MacArthur, El Cerrito
5	3	12 th Street Oakland to Dublin, Coliseum, 19 th Street

2) Please rate the adequacy of the following types of signs you find at the station you use most frequently. H = more than adequate, M= adequate and Low = inadequate.

Type of Sign Encountered	Count and Stations Named		
	H	M	L
Signs identifying the station and transit operators	6 Oakland West, MacArthur, 12 th St Oakland to Dublin, El Cerrito, Montgomery, 19 th Street, no station named	6 El Cerrito, Fremont, Coliseum, Fruitvale, West Oakland, Antioch, Baypoint, Bayfair, Dublin	0
Directional signage for moving around or entering and exiting the station	2 Fremont, Coliseum	9 El Cerrito, Oakland West, Fruitvale, MacArthur, 12 th St. Oakland to Dublin, Montgomery, Antioch, Baypoint, 19 th Street, no station named	1 Bayfair, Dublin
Signs that identify where to board or wait for transit	6 Oakland West, Fruitvale, El Cerrito, Coliseum, MacArthur, Montgomery, Antioch, Baypoint	4 El Cerrito, MacArthur, 12 th St. Oakland to Dublin, 19 th Street, no station named	2 Fremont, Coliseum, Bayfair, Dublin
Signs that identify when your next train/bus is arriving	5 El Cerrito, Oakland West, 12 th Street Oakland to Dublin, MacArthur, Montgomery, Antioch, Baypoint, 19 th Street	4 Fremont, Coliseum, MacArthur, El Cerrito	3 Fruitvale, Bayfair, Dublin, no station named
Others:	0	0	0

3) Do you think it is important that signs are consistent (look similar) between different transit agencies?

Yes	No
8	5

4) Please tell us why you answered as you did.

- No, I feel that they should vary a lot so that you can easily tell the difference between them.
- No, rarely is an issue.

- Yes, I already know what type of signs to look for and what kind of info is on it.
- Yes, it takes the guesswork out of trying to figure out what the meaning is.
- No, probably impractical because of location differences.
- Yes, just like traffic signs – it's easier to identify signs that are consistent and everyone knows what those signs are.
- Yes, makes it easier.
- Yes, if the signs are consistent, then it is easier to identify the transit you are taking. Easier to look for one sign.
- No, need to eliminate confusion – different signage / different entity.
- No, as long as the information is coherent, aesthetics shouldn't matter.
- Yes, people generally look for similar features. It is important to stay consistent in order to keep confusion at a minimum.
- Yes, because it could confuse someone who is used to the sign at another agency.
- Yes, so you know it's incorporated with transferring or another alternative.

5) The facilitator will show you a board displaying transit information. In response to the board:

5a) What do you like about the first display?

- Like the colors, easy to read, very clear and detailed.
- Color coding
- Looks like the display on BART. Very simple.
- It seems concise and complete.
- Color coded
- It easy to read with the color codes.
- Color code map detailed nicely.
- Very detailed on stations.
- Color codes relatively comprehensive.
- Integrating the various transit authorities is good.
- Great detail, simple and colors.
- Colorful.
- Color coordination, simplicity.

5b) What do you dislike about the first display?

- Can be confusing if you're in a hurry or unfamiliar with area.
- Small lettering
- Nothing
- It seems cluttered, but it might be because there is a lot of information.
- Too many legend colors.
- Maybe a little busy looking.
- Not enough for unfamiliar tourist.

- Too complicated to read, lots of color coded items.
- Freeways in relation to.
- It would need to be a very large sign!
- Could be confusing to some, especially visitors or commuters.
- The lines telling you how to ride BART – where each train goes.

5c) Is the information helpful or complete? If not, what information is needed?

- Very helpful.
- It's ok.
- I think it's useful and complete.
- ??
- Fairly complete.
- Yes it looks complete.
- More information.
- Seems completed because it shows every stop.
- Freeways in relation to.
- Helpful.
-
-

6) The facilitator will show you a board displaying transit information. In response to the board:

6a) What do you like about the second display?

- Like the station map, easier to read, detailed to area.
- Liked the text listings with frequency.
- Times are on there.
- Clear, lots of info, helps tie the information on the first slide.
- Simple.
- Not much.
- I don't.
- Easier to read the destinations.
- Schedules. Different agencies represented.
- I like the "going to popular destinations." Map of station and adjoining streets and exits should be in all locations.
- More informative in terms of timing; however, this diagram does attract much attention.
- Detailed.
- Area map, schedules. Clear.

6b) What do you dislike about the second display?

- Lettering a bit too small.

- Very plain. More detailed. How long from A to B? Approx.?
- Nothing!
- No label legend.
- Too difficult to read. Too busy.
- Confusing – too gray.
- Did not dislike this display.
- Should have complete schedule.
- Not that colorful.
- No color coordination.

6c) Is the information helpful or complete? If not, what information is needed?

- Helpful.
- Pretty helpful and complete.
- Looked complete.
- Incomplete (no label legend)
- Don't know because it would take a while to really read the info.
- Can't tell – overwhelmed.
- Info was very helpful. Had a schedule for each bus.
- Helpful – definitely.
- Undecided.

Section 3 *RealTime Information*

1) Do you use or encounter RealTime information during any part of your trip? (Check all that apply.)

Type of RealTime Encountered	Count
Electronic displays at train stations or bus stops	13
Web site accessed at home/work or via pda	3
Call 511 on phone	3
Call transit agencies by phone	1
Updates provide by TV or radio during commute hours	6
Others: Station agent or computerized voice over PA	2

2) Please rate on a scale of 1-5 how helpful you find RealTime information. (1=Not Helpful, 5=Very Helpful)

Rating	Count
1	0
2	0
3	0
4	3
5	10

3) If you find RealTime information helpful, please tell us how it is helpful to you.

- So that I know that train is on time or if there are delays, why.
- When I'm running late I can hear operator on speaker saying "Fremont train in 5 minutes" so I know if I need to run or walk.
- Helps me budget time.
- You can plan an alternate route if needed.
- It is pretty right on – with the times, I can plan my trip.
- Lets riders know exactly what is going on on the transit system.
- If I am on BART or MUNI – I almost never check the schedule during business hours.
- Gauge ETA / alternative planning.
- RealTime gives you an idea of either your departure or arrival. It also gives you information to give to a ride if someone is picking you up.
- Keeps you updated and aware of things.
- Lets you know how much time you've got, delay, early etc.
- Train times, delay info
- Mental reassurance, compare to printed schedules.

4) RealTime information can be provided in several ways. Please rate your preference for receiving Real Time information: (1= least preferred and 5 = most preferred)

Type of RealTime Info	Count per Rating					
	1	2	3	4	5	✓ instead of rating
Electronic displays at train stations or bus stops	0	0	0	0	10	2
Web site accessed at home/work or via pda	3	0	5	1	1	0
Phone	0	2	2	2	4	1
Updates provide by TV and radio during commute hours	4	3	0	2	2	0
Station announcements	0	0	0	5	6	2
Other: please describe	0	0	0	0	0	0

5) Where should Real Time services that are provided by electronic display be located to be most helpful to you?

- They are okay where they are.
- Front of station – maybe
- Above head, as in the way BART provides information.
- At the station (outside).
- Where they are is fine.
- The entrance of the BART stations.
- Embarcadero Station has the best by far showing a TV display of where the trains are.
- Outside station.
- At each BART station or station hub platform.
- Where they are now at BART.
- On the platforms, entering the station, ticket vending.
- By upper platform, near ticket machines, on bus shelters
- At BART platforms and entrances.

6) If RealTime information includes multiple agencies are listed, how should the information be organized? Do you want to see arrival predictions sorted by agency or by the next vehicle approaching? Other ideas?

- Don't use multiple agencies at one location enough to comment.
- By time.
- Want to see arrival predictions sorted by agency or by the next vehicle approaching.
- By the next vehicle approaching x2
- Next vehicle arrival.
- Next vehicle. Should be like Embarcadero.

- Respondent circled “sorted by agency” and wrote “Hmm...”
- Sorted by agency x2
- By next vehicle approaching, don’t want to confuse transit riders with too much info.
- Maybe have a screen designated to the agencies.
- Yes, between BART / Bus have small time gap

Section 4 Transit Signage- Existing

1) On a scale of 1-5, how easy is it to find your way from/to your transit connections at the hub or station you use most frequently? (1=Very Difficult, 5=Very Easy)

Rating	Count
1	0
2	2
3	0
4	2
5	3

Note: 6 out of 13 respondents did not answer this question.

2) Are there enough signs to help get you to your connecting service or destination?

Yes	No
6	1

Note: 6 out of 13 respondents did not answer this question.

3) If no, where should they be located?

- A lot more places and lower.

Slide	Impressions of current conditions - before	Impressions of alternative -after	For each slide, please rate (check one):		
			<i>Acceptable</i>	<i>Not acceptable</i>	<i>Preferred</i>
A1	<ul style="list-style-type: none"> ▪ Out of the “50’s” ▪ Looks unfinished, very old. ▪ It’s OK, not inviting. Not acceptable. ▪ Inadequate. ▪ Looks more like a taco stand. ▪ What is the building? ▪ Looks like a restaurant. ▪ Nondescript. ▪ Not inviting – confusing. ▪ Small, old – souvenir shop. ▪ Small, 2nd story? ▪ What is it? 	<ul style="list-style-type: none"> ▪ Somewhat better because you see “Transit Center” ▪ More detailed. Explains what’s there. I like it. ▪ Tells me exactly what it is – Transit Center. ▪ Improved. ▪ The transit sign helps but it still looks like a taco stand ▪ Better, Transit Center is on top. Easy to read. ▪ Signs are confusing. ▪ Destination. ▪ You still can’t tell that multiple authorities stop the take care of the white signs on kiosk. ▪ Identifies what it is; however, unprofessional. ▪ Sign is nice (Transit Center). Still not impressed. ▪ Identify transit station. Picture of bus. ▪ Much clearer, easy to find but can be more accessible language. 	6	4	4
A2	<ul style="list-style-type: none"> ▪ Uncertain of exactly what it is ▪ Simple/not very much detailed. ▪ Sign hard to find. Not acceptable. ▪ Inadequate. ▪ No information for the riders. ▪ Hard to identify. ▪ Can’t tell where it’s going. ▪ What is it? ▪ From the photo – no signage. ▪ What is it! Where is it going? ▪ Don’t know that the signs pertain to the station. ▪ No idea what agency. ▪ What agency? 	<ul style="list-style-type: none"> ▪ Much better with the big signage ▪ Very detailed. Identifies exactly where you are going ▪ Better identification. ▪ Easier read. ▪ The sign definitely helps. ▪ Signs are easier to read. ▪ Better for seeing. ▪ Identification ▪ Much more clearly defined – all BART entrances n signage. ▪ Familiar, visible. ▪ Signs are nice, much better. ▪ Informative, easy to read. ▪ <u>Much</u> better. 	7	0	6

B1	<ul style="list-style-type: none"> Signs are not clear. Don't see info that I would want to see right away. What signs? Not acceptable. 2 signs are too small, poor location. Not enough info. Not visible. Horrible sign. Not noticeable, too high to read. No directions for the bus. Not clear. No directions. No information on where the exit goes. Way to buses. Which way to the buses? Where do I get picked up? 	<ul style="list-style-type: none"> World of difference! Much better. Good signs. More details. Much better. Clearer, color coded/contrast, more info. Signs are easy to see and read. This sign is much easier to read. Very nice & simple Clearer directions. Comprehensive Clear – like at the airport. Much more detail. Much more colorful and detailed. Easier to find way. Much better, better detail. 	6	0	8
B6	<ul style="list-style-type: none"> OK Acceptable. Plain. What are they trying to communicate? Not acceptable OK. Not enough info. Sign is too simple. Too plain. Stark I can get around so it's fine Not enough info. More advertising than direction? Bigger text! More info. More detail. 	<ul style="list-style-type: none"> Like the addition of the logos Better view but still the same to me. What are they trying to communicate? Clearer, e.g. arrows. Looks much better and more noticeable. Sign is much better. Logo is good. Better – make another arrow. Better Directional change, colors capture attention. Still not really enough info. More defined for people who don't read. Arrow d Add directional arrows. 	3	3	6
Note: One respondent said “it doesn't matter” and one more didn't rate this slide.					

B7	<ul style="list-style-type: none"> ▪ Pretty clear. ▪ Looks helpful but never been there. ▪ Too confusing. Not acceptable. ▪ Basic and functional. ▪ Does not stand out. Outdated sign. ▪ Plain. ▪ Lots of info. ▪ Good. ▪ Pretty good sign – a lot of information. ▪ OK. No change needed. Ex't, Drumm; Ferry Bld ▪ Lots of needed info. 	<ul style="list-style-type: none"> ▪ Even better – more specific. ▪ Better looking. More info. Simple!! ▪ Much better. ▪ Much better, easier to see and read. ▪ More modern. Easy to read. Love this sign. ▪ Better. ▪ Better – how far! ▪ Much better. Blocks good – should still show ▪ Simple, specified blocks, bright color attract attent ▪ Even better – more color and information. ▪ Too much color. Beatles yellow sub? Psychedelic. ▪ Great detail. Easy to read. 	4	0	9
C1	<ul style="list-style-type: none"> ▪ Not much in the way of signs. ▪ Looks confusing. ▪ No useful information. Not acceptable. ▪ Not enough info. ▪ Hard to understand signs. ▪ Not enough sign. ▪ Small signs ▪ Not the <u>best</u>, but I would be able to get around. ▪ Signs not large enough and/or informative. ▪ Informative. ▪ More seats. More info. ▪ Can barely see signage. Real time would be nice. 	<ul style="list-style-type: none"> ▪ Clears it up. ▪ Still a bit confusing. More info needed. ▪ That is Platform B? ▪ Needs a little more info like that it is Platform B. ▪ Still hard to understand. ▪ More clear on that it's B. ▪ Larger ▪ Much better. Didn't know. Knowing that it's Plat ▪ very confusing. ▪ Directional signage could be clearer. ▪ Even better – a lot of information. Put platform o ▪ Much improvement. Identify platform. ▪ Useless – made me more confused. Tell me which ▪ that's it. 	4	5	4

C2	<ul style="list-style-type: none"> Need closer signs. Not too much info. Not clear. How am I going to find the bus stop? Not acceptable Not visible enough – not clear. No sign at all. Hard to get to your bus. Too small of a sign. Small sign No – no information on what DASH is. What is DASH? Where does it go? No signs, no direction. What is DASH? Bigger sign 	<ul style="list-style-type: none"> More noticeable from farther away. A bit better but more info needed. Better, not perfect. If there were other bus stops how to differentiate? Better but could be more visible. Sign is good. Better sign. Free and compelling. Still don't know what it is – wouldn't know how to use Not visible if buses are blocking. Easier access. Lets riders know where shuttle. Should be taller but definitely better. 	4	4	4
D1	<ul style="list-style-type: none"> Not easy to sort out relevant info. Hard to read. Ugly but looks well detailed but too much info! Lots of info. Not acceptable. Hard to read – too much info. Obsolete sign. Hard to read. I like it's in 3 compartments. Incohesive. Lots of info – would spend a lot of time looking. Needs some type of organization. Too small. Too much put into one space, if not sure how to read confusing. A lot of info. Not easy access. Stupid. Hard to read, too much info, not organized. 	<ul style="list-style-type: none"> Clearer, cleaner, optically better. Cleaner and better drawing. Great details. A+. Much cleaner, easier to read, user friendly. Much better and easier to read. Nicer sign, easy to read. Great sign. Good information. Love the walk times. Bigger, better. Clean map. Cohesive, clear, legend is helpful. Much better and informative, colorful. Clearer and identified. Clearer colors and more info <u>Great</u> info! Very easy to read, very clear. 	2	2	9
E1	<ul style="list-style-type: none"> Looks OK. Not big, not enough details. What are they trying to communicate? Not acceptable Simple enough to read but hard to notice. Hard to read. Confusing sign. Too much detail. TVs are <u>great</u>. Every station should have one. More information, quite detailed. Small; unnoticeable. Good info. Not too familiar with station. 	<ul style="list-style-type: none"> Slightly better in visibility, but less detail. Yes. It's good. Simple and good detail, good size. Clarifies that the next train is in 2 minutes.] Much simpler – easier to read and notice. Bigger and easier to read. Better. All I need. Should say “All Trains to SF” like on the Peninsula Not hard to read. Very helpful. Looks like it is <u>much</u> better and easier to see. 	4	0	6

Note: 3 respondents didn't rate this slide.

B3	<ul style="list-style-type: none"> Signs too small and drab Not very helpful. Not enough info. I could easily miss this sign. Not acceptable. Incomplete on side e.g. “access route” Information is hard to notice. Not easy to read. Must look at the wall. Doesn’t s Too small of signs. Stark/airport Maybe arrows? Not too clear but I could get arou Where am I going? Confusing. Doesn’t identify. No info. Mirror for corners? Not big enough sign Small signs. Higher is easier to read. 	<ul style="list-style-type: none"> Better media – brighter, more eye-catching. Very detailed. Time is always important. Much, much better. Clearer, better organized. Looks more professional and noticeable. Much improved. Great sign, it’s noticeable. Clearer – needs real time. More info – destination / departure. Destination and time – real-time. More information, organized, departing times. Readable, a lot of information, colorful. Bigger sign, area direction. So much easier to read – more helpful info. 	7	0	7
B6	<ul style="list-style-type: none"> OK Acceptable. Plain. What are they trying to communicate? Not accept OK. Not enough info. Sign is too simple. Too plain. Stark I can get around so it’s fine Not enough info. More advertising than direction? Bigger text! More info. More detail. 	<ul style="list-style-type: none"> Like the addition of the logos Better view but still the same to me. What are they trying to communicate? Clearer, e.g. arrows. Looks much better and more noticeable. Sign is much better. Logo is good. Better – make another arrow. Better Directional change, colors capture attention. Still not really enough info. More defined for people who don’t read. Arrow d Add directional arrows. 	3	3	6
Note: One respondent said “it doesn’t matter” and one more didn’t rate this slide.					

Appendices Part C – Improving Customer Use of Transit Information

South Bay, San Carlos November 2, 2005

PARTICIPANTS South Bay - Tuesday, November 2, 2005					
#	City	Gender	Age	Race	Frequency of Transit Use
1	San Jose	M	36-45	Latino	Reg
2	Oakland & San Jose	F	18-35	African American	Reg
3	San Jose	M	36-45	South East Asian	Reg
4	Sunnyvale	F	18-35	Asian	Reg
5	Fremont	M	55+	Asian	Infreq
6	Burlingame	F	35-45	White	Infreq
7	San Jose	M	18-35	African American	Reg
8	San Jose	M	18-35	Mixed	Infreq
9	Palo Alto	M	35-45	African American	Reg
10	San Jose	F	18-35	White	Reg/Infreq
11	Pittsburg	M	18-35	South East Asian	Reg
12	Santa Clara	M	36-45	Latino	Reg
13	Sunnyvale	M	46-55	White	Reg
14	San Jose	F	18-35	African American	Reg

Section 1 *Transit Information*

1) How often do you take public transit in the Bay Area?

- Maybe 4-5 times a month.
- 4 times per week x2
- Only a few times a year.
- 5-6 days a week.
- Everyday x3
- Twice a week.
- A few times a month.
- 5 days a week.
- Few times a week.
- 5 times per month.
- 4 days a week.

2) Are you more likely to use public transit during the week, weekend or both?

- Both x6
- Week x5
- Weekend
- More likely during the weekends but sometimes during the week.
- Weekdays, sometimes on weekends.

3) What is the typical purpose of your trip when you use public transit? Please check one.

Purpose	Count
Travel to / from work	8
Travel to / from school	5
Business travel	3
Visit family or friends	4
Shopping / errands	4
Leisure/recreation	7*
Other: please describe: Sporting events, concerts*	1
Leisure/recreation use on weekends.	

4) What types of transit or operators do you use? (Name all that apply)

- BART, MUNI, VTA
- Train, BART, shuttle, bus, car
- BART, Caltrain x2
- Caltrain, Samtrans, VTA x2
- VTA (bus, light-rail), Caltrain
- Bus, Caltrain, BART, lightrail
- Caltrain, VTA x2
- BART, MUNI
- Caltrain, VTA light rail, BART, MUNI
- Caltrain, BART, MUNI
- BART, AC Transit

5) Assume you had to take public transit to an unfamiliar location. Where would you go for information and how would you go about planning your trip?

- I would call 411, ask for the transit system and speak directly to a service agent.
- Go to BART or AC Transit website after asking what's the nearest to place.
- Internet search – would use website to plan trip.
- 511.org, caltrain.org, samtrans.org
- Online x2
- VTA 511 website

- Either Caltrain, VTA or BART websites.
- Google.com, Mapquest.
- Internet
- Take the BART there and ask the people or the bus drivers or the people at the BART station (that work for BART).
- Transitinfo.org aka 511.org, I think it's called.
- 511.org.
- Use websites for the transit system, e.g., BART or AC Transit web sites can be accessed to plan the trip and get information of fare/schedule.

6) How important is 24-hour access to transit information for you. Please rate on a scale of 1-5 (1=Not Important and 5=Very Important).

Rating	Count
1	1
2	0
3	0
4	2
5	11

7) If 24 hour access is important to you, please check which method you prefer:

Method	Count
Web	9
Phone	6

Note: One respondent checked both methods.

8) When you are ***away from the station or transit hub***, please identify the information you need and choose a letter that matches the source of that information.

Information	A-Web access from home or work	B- Web access through pda or cell phone	C- Phone- recorded message	D- Phone- live operator	E- Printed map or schedule	F-Ask a friend or colleague who uses transit regularly	G-Other-please describe:
Schedules	10	3	1	4	4	0	0
Identify which bus/ train to take	9	4	1	2	4	3	0
Location to board transit	11	2	1	1	4	1	0
Location to make transfer	9	2	1	2	4	1	1 - signs
Real-time arrival predictions	8	3	0	1	1	2	1 – current marquee sign
Fares	10	2	0	0	3	1	1 – location by fare machine to purchase tickets
Other:	1	0	0	1	1	0	0

Note: Some respondents selected more than one source for each type of information. “Other” information was not described by any of the respondents who checked it. Also, one respondent checked all information without clearly choosing any sources.

9) When you are ***at the station or transit hub***, how do you prefer to get your transit information? (Please check all that apply.)

Transit Information	Count
Signage and maps posted in station	12
Information kiosks	8
Agency display cases	3
Ask an operator (or person in uniform)	11
Ask other riders	3

Web via cell or pda	2
Phone (cell or pay phone)	4
Announcements made by station agents	10
Other: please describe	0

10) Are you currently able to get transit information when you need it? If yes, how do you get your information?

- Yes, when I get to the departure station if I haven't already checked by phone, I will check signage and maps for times and locations.
- Updates through radio, on morning news.
- Yes – websites.
- No, if a Caltrain is running late, I have no good way to find out. Especially when the information number is closed.
- Internet x2
- Yes – VTA/511, cell phone
- Yes, online.
- I use the web.
- Not always, through printed schedules.
- Asking the people working there – bus drivers. Map (in the bus & BART).
- Sometimes. Web info is very good. But, PDA/cell support is poor. Stations should announce what train is arriving, and, if limited service, which stops it won't make.
- Yes, from train station kiosk.
- By using web site and printed maps/schedules.

11) In general, how important is it to be able to get information about travel alternatives or options such as different modes of travel or other transit operators?

- Very important, with emergencies or route alternatives having immediate access to that pertinent information can determine the trip the rider has.
- Important
- Very important so as to be able to compare schedules and rates.
- Not very x2
- Very important x8
- It is extremely crucial to have the information available at your fingertips (literally & figuratively speaking) because it presents me with cost-effective choices in an instantaneous manner.

12) Are you familiar with or have you heard of

	Yes	No
511 (phone)	10	4
511.org (web)	10	4

13) Have you ever used the phone number, 511? If yes, please provide 2-3 words describing your experience.

- Appreciative, convenient
- Once. Just as convenient as 411/911.

14) Have you ever used the websites, 511.org or transit.511.org? If yes, please provide 2-3 words describing your experience.

- Once. Unfamiliar.
- Yes, cumbersome to use.
- Very helpful.
- Transit.511.org; fairly easy to navigate.
- Yes, I just browsed through the website.
- Yes. Good concept, but very bad at getting origin/destination addresses correct. I almost always have to select from map.
- Yes, I think it's a great way to get public transit information in places I am unfamiliar with, especially with transfers.
- Very informative. Instant information for planning trip. Option of printing schedules/info.

Section 2 Signage

1) On a scale of 1-5, how helpful is the signage at the station you use most frequently?

Rating	Count	Stations Named
1	0	
2	0	
3	8	San Carlos, Santa Clara, First & Santa Clara, San Jose, Castro Street Mountain View, Fremont Bart, Sunnyvale
4	2	West Oakland BART, San Jose Diridon
5	4	BART/Coliseum, Caltrain San Jose, Civic Center, San Jose (Diridon), Millbrae, Berkeley, Fremont

2) Please rate the adequacy of the following types of signs you find at the station you use most frequently. H = more than adequate, M= adequate and Low = inadequate.

Type of Sign Encountered	Count and Stations Named		
	H	M	L
Signs identifying the station and transit operators	4 San Carlos Caltrain, SJ Diridon Caltrain, Millbrae, Berkeley, Sunnyvale, no station named (San Jose?)	7 West Oakland, Coliseum, SJ Diridon Caltrain, Civic Center, Santa Clara Caltrain, Fremont	2 Mountain View Caltrain, Fremont
Directional signage for moving around or entering and exiting the station	5 San Carlos Caltrain, SJ Diridon Caltrain, Millbrae, Berkeley, Sunnyvale, no station named (San Jose?)	7 Coliseum, SJ Diridon Caltrain, Civic Center, Santa Clara Caltrain, Mountain View Caltrain, Fremont	1 West Oakland
Signs that identify where to board or wait for transit	4 West Oakland, San Carlos Caltrain, SJ Diridon Caltrain, Millbrae, Berkeley, Sunnyvale	9 Coliseum, SJ Diridon Caltrain, Civic Center, Santa Clara Caltrain, Mountain View Caltrain, Fremont, no station named (San Jose?)	0
Signs that identify when your next train/bus is arriving	3 West Oakland, SJ Diridon Caltrain, Millbrae, Berkeley, Sunnyvale	5 Coliseum, SJ Diridon Caltrain, Civic Center, Fremont	5 San Carlos Caltrain, Santa Clara Caltrain, SJ Diridon Caltrain, Mountain View Caltrain, no station named (San Jose?)
Others: Light rail doesn't have times for all stops. Very hard to tell which Caltrain is boarding where at San Jose, i.e. whether train makes all stops or not.	0	0	1

Note that one respondent named 1st & Santa Clara station but gave no ratings.

3) Do you think it is important that signs are consistent (look similar) between different transit agencies?

Yes	No
10	4

4) Please tell us why you answered as you did.

- No, I want to be able to distinguish signs between different transit agencies.
- Yes, so it'd be easier.
- Yes, I want to be able to easily spot and identify the kind of information I'm looking for. Consistent signage makes different types of info easy to identify.
- Yes, sometimes, you have to move quickly between the bus and the train.
- Yes, because, like in Palo Alto, they are mixed.
- Yes, consistency would enable transfers between systems.
- Yes, pattern of recognition.
- Yes, make it easy to identify key info.
- Yes, I never saw any station showing signs of when next train arrive.
- No, because each agency should be unique.
- No, different info is needed at different stations. Stations have different layouts. SF Caltrain has many tracks, San Jose has only two. San Jose needs more electronic display, SF doesn't.
- Yes, the signs look the same but they are not always in the same place.
- No, if there's something unique to a train station, I would like the signage to be different.
- Yes, consistency in obtaining information.

5) The facilitator will show you a board displaying transit information. In response to the board:

5a) What do you like about the first display?

- Unsure other than color.
- Track identifiers like BART.
- Lots of info
- A little too complicated, reminds me of the BART system map.
- Color
- Graphics seem clear, comprehensible.
- Topographical representation.
- I like the maps.
- Large maps.
- Positioning of information.
- It's in color.
- Colors help you see it better.
- I like the detailed map where it zoomed in to the local area.
- Map gives clear information about route.

5b) What do you dislike about the first display?

- Seemed too much information, different transit lines.
- Too much going on, too much detail – when rushing I would like easier.
- Nothing
- Too complicated.
- Too compact
- The map seems to have too many colors.
- Too small to read (index)
- Very cluttered information.
- Nothing
- Too much info!
- Nothing.

5c) Is the information helpful or complete? If not, what information is needed?

- I suppose.
- It would be complete if displayed next to the board discussed in question 6.
- Helpful, but I would not just show up and look at these.
- Highlight hospitals, attractions, government buildings.
- On a short glance, info seems complete.
- Yes, it's helpful.
- Seems OK at a glance.
- Writing is too small, needs to be larger.
- Don't know
- Yes but I gotta figure out how to use it!
- Yes, complete.
- Very helpful.

6) The facilitator will show you a board displaying transit information. In response to the board:

6a) What do you like about the second display?

- It had travel times for different transit systems.
- Lots of info; info about more than one transit system which is useful for comparisons.
- Looks okay.
- Times buses frequency
- Seems comprehensive.
- Time intervals and location
- Destinations

- Coloring was better for viewing.
- Nothing
- Nothing.
- I like the diverse bus station times in the schedule.
- Very neat, helpful in planning trip.

6b) What do you dislike about the second display?

- Black and white
- Not easy to read if rushing.
- Nothing.
- Like color.
- No arrival times.
- Graphically, it is very weak; no colors to differentiate info.
- Too much information has been condensed.
- Needs times
- Left side map
- Not enough information.
- I don't understand how to use it. I can't tell when the buses board. Should have a big red circle on the left side.
- Too many numbers (don't know how to read it).
- Nothing.

6c) Is the information helpful or complete? If not, what information is needed?

- Probably.
- It would be complete if displayed next to the board discussed in question 5.
- Schedules.
- Arrival and departure times.
- Info seems complete.
- Helpful but should "breathe."
- I would like specific times for the bus.
- Somewhat complete.
- More information in general is needed.
- How to read it!
- Helpful.

Section 3 *RealTime Information*

1) Do you use or encounter RealTime information during any part of your trip? (Check all that apply.)

Type of RealTime Encountered	Count
Electronic displays at train stations or bus stops	10
Web site accessed at home/work or via pda	6
Call 511 on phone	1
Call transit agencies by phone	4
Updates provide by TV or radio during commute hours	5
Others: Announcing over intercom system.	1

Comments:

- I do not encounter this type of display. (This respondent did not make any ratings or other comments.)

2) Please rate on a scale of 1-5 how helpful you find RealTime information. (1=Not Helpful, 5=Very Helpful)

Rating	Count
1	1
2	0
3	1
4	0
5	12

Note: One respondent answered both 1 (“because Caltrain doesn’t have it) and 5 (“If a station has it, it’s great!”)

3) If you find RealTime information helpful, please tell us how it is helpful to you.

- That is telling me exactly to the minute how long it will be.
- Only when you are at the pickup area – where the doors open.

- I like to know exactly what is going to happen so that if I'm going to be late I can call ahead and let someone know; also just for general peace of mind so that I know how long I will have to wait.
- Extremely helpful.
- Helps you know how long you're waiting, if you need to use other options, go somewhere first.
- Up to date, live, instant and time-saving.
- Lets me know how long till the next train or BART comes.
- I don't have to look at maps, timings.
- Because, one needs to have up to minute updates on ETA's, etc.
- I know to call people and tell them I'll be late. I know whether to switch to BART at Millbrae or stay on Caltrain. I know if I have time to buy a snack.
- To know what time I am gonna make it to my destination.
- It lets me know if there's a delay or if it will arrive early.
- To plan trip in an efficient manner.

4) RealTime information can be provided in several ways. Please rate your preference for receiving Real Time information: (1= least preferred and 5 = most preferred)

Type of RealTime Info	Count per Rating					
	1	2	3	4	5	✓ instead of rating
Electronic displays at train stations or bus stops	1	0	0	1	9	2
Web site accessed at home/work or via pda	1	1	1	2	5	2
Phone	1	3	3	2	2	1
Updates provided by TV and radio during commute hours	3	3	2	1	2	0
Station announcements	0	0	2	5	4	2
Other: please describe	0	0	0	0	0	0

5) Where should Real Time services that are provided by electronic display be located to be most helpful to you?

- By ticket machines, boarding gates or entrances, exits.
- By front entry of station/hub.
- At the station and outside the station. It would be nice to know before I enter the BART station and pay for a ticket whether the trains are running on time.

- At the ticket vending kiosk.
- Next to the track or stop.
- Close to boarding spaces and at the entrance of the station (hall).
- Where you wait for the bus, BART or train and in the ticket area.
- Station, web, phone
- Inside stations.
- San Jose Caltrain!!!! On the marquee. All other Caltrains. You have signs, why don't you use them? VTA light rail. (Vasona extension doesn't have the info.)
- Stations (where they already are).
- At the entrance of train station.
- Transit Center/BART station

6) If RealTime information includes multiple agencies are listed, how should the information be organized? Do you want to see arrival predictions sorted by agency or by the next vehicle approaching? Other ideas?

- Next vehicle approaching x3
- A-Z, by next train to arrive, multiple displays
- Sorted by agency, maybe color-coded
- Use icons – a bus symbol for a bus, etc.
- By agency x3
- By agency. Perhaps have separate displays or a kiosk.
- Both!
- Sorted by next available.
- Arrival time by agency.

Section 3 Transit Signage- Existing

1) On a scale of 1-5, how easy is it to find your way from/to your transit connections at the hub or station you use most frequently? (1=Very Difficult, 5=Very Easy)

Rating	Count
1	0
2	3
3	7
4	0
5	0

Note: Four out of 14 respondents did not answer this question.

2) Are there enough signs to help get you to your connecting service or destination?

Yes	No
2	8

Note: Four out of 14 respondents did not answer this question.

3) If no, where should they be located?

- Prominent place up high.
- Near ticketing and on tracks.
- Station
- In the lobby or ticket area.
- Inside station.
- San Jose Caltrain has no indication at the platform or over the speaker what train is arriving or where it is going. ANYTHING would be better.
- Same location at every station, like where you buy the ticket.

Slide	Impressions of current conditions - before	Impressions of alternative -after	For each slide, please rate (check one):		
			<i>Acceptable</i>	<i>Not acceptable</i>	<i>Preferred</i>
A1	<ul style="list-style-type: none"> ▪ Inconclusive ▪ Old / Ghost town ▪ Not a lot of info. ▪ Ugly too black and white signage. ▪ Dull. ▪ Muddled ▪ Dull; small. ▪ Not acceptable. ▪ Looks like a mini mart. ▪ Kinda “tacky.” ▪ Useless. No idea that’s even a transit place. ▪ Boring ▪ Not very clear what kinds of train updates ▪ Not clear about the existence of transit. 	<ul style="list-style-type: none"> ▪ Signage ▪ Better; still could use more info. ▪ Not acceptable. ▪ Only change is Transit Center. More signs. ▪ Clear ▪ No improvement. ▪ Preferred, good. ▪ Somewhat better. ▪ Better signage. ▪ Much better. Should indicate operators. ▪ Still boring but now I can see it from far. ▪ Clear that it’s a main station because of sign. ▪ Much better. 	6	4	4
A2	<ul style="list-style-type: none"> ▪ You don’t know what ▪ Dark ▪ Not that useful. ▪ Hard to read. ▪ Not obvious. ▪ Unclear ▪ Inconspicuous. ▪ Strange. ▪ Not sure what it is. ▪ Not enough signage. ▪ Not clear what you’re looking at. ▪ No ▪ Not very obvious. 	<ul style="list-style-type: none"> ▪ Much improvement ▪ Clear ▪ Better; logos are good. ▪ Better. Okay. ▪ Tell you it’s BART ▪ Slightly better. ▪ Better. ▪ Much better. ▪ Better signage. ▪ Only suggestion: add “transit” or something. ▪ Better ▪ Obvious ▪ Much clearer. 	5	0	9

Slide	Impressions of current conditions - before	Impressions of alternative -after	For each slide, please rate (check one):		
			<i>Acceptable</i>	<i>Not acceptable</i>	<i>Preferred</i>
B1	<ul style="list-style-type: none"> ▪ Unknown? ▪ Lost ▪ Not much info. ▪ Impossible. ▪ No directional signs. ▪ Lack of street signs. ▪ No signs to get out. ▪ Where do you go? ▪ Plain ▪ Not clear where to go from here. Is there a cab stand? ▪ No! ▪ Not clear 	<ul style="list-style-type: none"> ▪ Direct and informative ▪ Improvement ▪ Much better; useful; easy to understand; icons are good ▪ Much better; very good. ▪ Directional signs. ▪ More visible. ▪ Better. ▪ Lots of info. ▪ Very informative. ▪ Much better. Like an airport. ▪ Yeah! Just like airport! ▪ Better sign ▪ Informational sign. 	2	0	7
B3	<ul style="list-style-type: none"> ▪ Track 3 to what? ▪ Signs don't say enough ▪ No location and departing time. ▪ Hospital atmosphere ▪ Signage not clear ▪ Not much information. ▪ Strange. ▪ No indication of what train is where. ▪ Not clear 	<ul style="list-style-type: none"> ▪ Improvement ▪ More information ▪ Better; all the info is tied together. ▪ Location and departing time. ▪ Much much clearer. ▪ More info, more aesthetically attractive. ▪ Better. ▪ Gives you more info. I like the depart time. ▪ Realtime ▪ Better. Says destination. Has time. Still don't know (bullet, etc.) ▪ Has destination lighted ▪ Much clearer 	5	0	7
B6	<ul style="list-style-type: none"> ▪ Advertisement ▪ Vendor advertisement ▪ Okay ▪ No information ▪ Simple ▪ No arrows. 	<ul style="list-style-type: none"> ▪ No difference ▪ Not significantly better – add more info. ▪ Better ▪ Logos do not add any info. ▪ What's the difference? ▪ Acceptable. 	5	8	0

Note: 2 respondents did not rate or comment on this slide.

Slide	Impressions of current conditions - before	Impressions of alternative -after	For each slide, please rate (check one):		
			Acceptable	Not acceptable	Preferred
			Note: One respondent did not rate or comment on this slide.		
	<ul style="list-style-type: none"> ▪ Not enough info ▪ Good ▪ No information ▪ Provides no info. ▪ OK ▪ Not clear 	<ul style="list-style-type: none"> ▪ Not any better. ▪ Not acceptable. ▪ No difference. ▪ Not much better. Needs station ID, RealTime, exits ▪ That didn't do anything! ▪ Same ▪ Much clearer 			
B7	<ul style="list-style-type: none"> ▪ Usable ▪ Okay ▪ Good – includes useful info. ▪ Bad ▪ Informative instead of advertising ▪ Much easier to read ▪ Acceptable. ▪ Looks fine to me. ▪ Very informative. ▪ Better than most BART signs. ▪ Good (helpful) 	<ul style="list-style-type: none"> ▪ Improvement ▪ Good info ▪ Better – need more matching signs outside the station ▪ Better ▪ Not much change. ▪ Acceptable. ▪ Tells you more transit info. ▪ Even more information. ▪ Slightly easier to read. Put airporter sign back. ▪ Much better 	4	2	7
C1	<ul style="list-style-type: none"> ▪ Bus station? Confusing? ▪ More info needed ▪ Confusing ▪ Not good ▪ Enough info ▪ Acceptable. ▪ Very plain. ▪ Limited information. ▪ No idea what this is. When you get closer, still no idea which bus. ▪ Vague. ▪ Not clear 	<ul style="list-style-type: none"> ▪ Still a little confusing – need to know where you are. ▪ Too much info ▪ Preferred, better labeling. ▪ Not clear which platform you are on. ▪ More precise information. ▪ Like that A/C are larger. Need “B” in big letters, in ▪ Where am I? ▪ Color code inbound/outbound 	2	6	4
			Note: Two respondents commented on but did not rate this slide.		

Slide	Impressions of current conditions - before	Impressions of alternative -after	For each slide, please rate (check one):		
			<i>Acceptable</i>	<i>Not acceptable</i>	<i>Preferred</i>
C2	<ul style="list-style-type: none"> What transit or where? \$ Free Info is not prominent enough Not good No info Dull Acceptable. Sign is too small. Not accurate information. I use Diridon or my main station, and I've never even HEARD of DASH. No clue what this is. Not prominent. Not obvious. 	<ul style="list-style-type: none"> User friendly Free Better – I would like more info about where it goes Better Not enough. “Free” sign Preferred. Bigger sign and tells you it is free. “FREE” is now clear. Better. But where does it go? How often? Better. More emphasis Very prominent. 	1	3	10
D1	<ul style="list-style-type: none"> Outdated Not attractive Not that easy to understand. Trashy Tells enough. Too condensed. Acceptable. Sign look old. Looks outdated. No you are here. OK Not readable. Not too clear. 	<ul style="list-style-type: none"> User friendly Much more useful; user friendly. Great Bigger sign. Walk times very helpful. Much better. Preferred, very helpful. I like the time it takes to walk. Now information is organized. Vastly better. You know where you are and some people like the ring. Updated, I like distance walking time. Much visible. 	3	0	10
E1	<ul style="list-style-type: none"> Great to know where the train is. Bad Too small Too much detail. Acceptable. Good sign, color code, trains. 	<ul style="list-style-type: none"> Not better – why not include both? Good Larger, more detail. Simple and effective. Preferred. Needs more info. 	4	5	2

Note: One respondent commented on but did not rate this slide.

Slide	Impressions of current conditions - before	Impressions of alternative -after	For each slide, please rate (check one):		
			<i>Acceptable</i>	<i>Not acceptable</i>	<i>Preferred</i>
			Note: Three respondents neither rated nor commented on this slide; one respondent commented on but did not rate this slide.		
	<ul style="list-style-type: none"> ▪ This is great. ▪ System map should be smaller. Text should be bigger. "Dublin train in 3 mins." should be focus. ▪ Very good! ▪ Useful ▪ Does not show broad information. 	<ul style="list-style-type: none"> ▪ Should be combination of the two. ▪ Has even less info. Could have its uses, i.e. in an inset to replace original one. ▪ No ▪ Needs to list more. ▪ Appearance could be improved. 			